A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

July 29, 1968

U.S., Korea forge stronger trade links

International Trade Winds

Company News

BUSINESS SERVICES—Dun & Bradstreet International, Ltd., the overseas operations division of Dun & Bradstreet, Inc., New York, has announced the acquisition of a Swedish organization providing credit information and collection services. The new acquisition is a group of three companies: AB Stockholms Inkassobyra, a commercial collection business; its subsidiary Kreditinformation AB, a mercantile credit reporting firm; and half interest in Kreditregister AB, a consumer reporting service.

DESIGN AND ENGINEERING—The Badger Co., Cambridge, Mass., a subsidiary of Raytheon Co., has announced that its French branch, Badger (France), will design and engineer a phenol unit having a capacity of 100 million pounds per year to be erected in a plant of the Brazilian subsidiary of the French firm of Rhone-Poulenc. Badger will cooperate with the engineering department of Rhone-Poulenc on the project. Under a separate agreement, Badger handles worldwide marketing for the French firm's phenol process.

DATA PROCESSING—Honeywell Electronic Data Processing, a subsidiary of Honeywell, Inc., Minneapolis, Minn., has announced receipt of a $1.5 million contract to supply four Honeywell Series 200 computer systems to The Bank of Nova Scotia, Canada. Two of the systems will be installed in the bank's home office in Toronto, and the others will be placed in the bank's regional headquarters in Montreal and Vancouver. Delivery is scheduled for later this year and early next year.

ELECTRONICS CONSULTING—Mentor International, San Francisco-based international electronics consulting firm, has announced the establishment of Mentor Taiwan, Ltd., to be headquartered in Taipei, Republic of China (Taiwan). The new office will handle Mentor's consulting services throughout Asia. Mentor maintains other overseas offices in Milan, Italy.

BUILDING MATERIALS—Kaiser Gypsum Co., Oakland, Calif., has let principal contracts and completed site preparation for the construction of Mexico's first gypsum wallboard plant.

Newsletter

Virginia has joined the states with international trade development offices. Its first director, Fred Kessener (formerly with Commerce's Trade Missions program), has these main goals: develop world trade opportunities for Virginia business, encourage European companies to build in Virginia, organize Virginia trade missions (a pioneer mission went to Europe in 1967), put state firms in trade exhibits abroad, and advise Virginia companies on world trade techniques.

Customs delays. Border tax adjustments. State trading acts. Cartel arrangements. Private restrictive practices. Price setting. Allocation of markets. Examples of the kinds of nontariff barriers U.S. companies meet overseas are being documented in a joint Rutgers University–U.S. Chamber of Commerce study. About 4,000 companies are being surveyed, first by questionnaire, later by personal interviews. U.S. trade negotiators can make significant use of solid data in this area.

Part of a U.S. show in April, back by themselves in June. That was the pattern for the Tape Division of Plymouth Rubber at the London U.S. Trade Center recently. Because of the interesting sales leads developed by Plymouth in the Center's Industrial Gas Equipment exhibition Apr. 17-25, the company came back for a two-day solo display of their anti-corrosion pipewrap tapes. "New and important accounts" resulted, said Plymouth's British rep, J. A. Nayler.

Further evidence that Southeast Asia is a better market than many U.S. traders think comes again from Bangkok U.S. Trade Center after-exhibition figures. A recheck of exhibitors at a 1967 air conditioning show there turned up a whopping underestimate. As the show closed, the 35 exhibitors anticipated sales of $337,055 over the following 12 months. When resurveyed to learn what the year had actually brought in sales, the total went up by 241%, to $810,800. Another recheck at Bangkok, of building equipment exhibitors, disclosed a 45% rise in actual sales over estimates.

A bottle of champagne crashed against a mockup of a ship's bow, to begin a sparkling week at the Tokyo U.S. Trade Center. Attendance at the Shipyard and Marine Equipment Exhibition reached 2,709, second highest for any weeklong show at the center, and resultant 12-month sales were projected to $5,010,500.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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the cover

The second in a series of trade discussions between the U.S. Secretary of Commerce and his counterpart in Korea, the Minister of Commerce and Industry, was held in Washington July 15-17. Shown with Secretary C. R. Smith and Minister Chung Yum Kim (left) is Korean Ambassador to the U.S. Dong Jo Kim. Reports on the meeting and on current Korean trade and investment prospects begin on Page 2.

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Special Report

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JOINT U.S.-KOREAN MEMORANDUM IS SIGNED at conclusion of Cabinet-level talks in Washington by Commerce and Industry Minister Chung Yum Kim as U.S. Commerce Secretary C. R. Smith looks on. At right are U.S. Assistant Secretary of Commerce for Domestic and International Business Lawrence C. McQuade and Kyu Sup Chung, Minister of the Korean Embassy. Plans affecting two trade shows and a Korea market survey were among items in agreement.

U.S.-Korea trade talks buttress commercial ties

Exhibition plans, business survey, investment, technology are discussed by two nations

By ROBERT M. KLEIN
Deputy Director
Far Eastern Division, BIC

Plans for a commercial exhibition in Seoul next spring that will be one of the largest ever staged in the Far East by the U.S. Department of Commerce . . . Initiation of a broad-scale survey of the Korean market for the use of American businessmen. . . . Strengthening of technical ties between the United States and Korea.

These were among the highlights of U.S.-Korean trade developments noted in Cabinet-level talks by the two nations in Washington in mid-July.

U.S. Secretary of Commerce C. R. Smith and Korean Minister of Commerce and Industry Chung Yum Kim, in concluding the Second Annual United States-Korean Commerce Ministers Meeting, agreed in a joint communique that their "frank and cordial exchange" would effectively help to broaden commercial relations between their two countries. It was agreed that the third meeting would be held in Korea.

In another action disclosed in the statement, agreement was reached on the establishment of a "sister relationship" between the U.S. National Bureau of Standards and the technical arm of the Korean Ministry of Commerce and Industry. Following the release of the communique, the two ministers signed a Memorandum of Discussion confirming the understanding to establish such a relationship.

During his visit to Washington, Minister Kim also made calls on Secretary of the Treasury Henry H. Fowler, Secretary of Agriculture Orville L. Freeman, Under Secretary of State Eugene V. Rostow, Export-Import Bank President Harold F. Linder, and Agency for International Development Administrator William S. Gaud.

During the formal sessions held by the two Commerce Ministers, Secretary Smith said the U.S. Department of Commerce would continue to encourage U.S. investment in Korea. With respect to the U.S. foreign direct investment program, he added that he had every reason to believe that potential U.S. investment in Korea would not be significantly affected by the system of controls.

Major excerpts from the communique of the July 15-17 meeting, which was initiated by agreement between President Johnson and Prime Minister Il Kwon Chung during the Prime Minister's visit to Washington in March 1967, are as follows:

The topics discussed at the meeting included the economic situation in the United States and Korea; developments in commercial relations between the United States and Korea; expansion of Korean exports to the United States; expansion of United States exports to Korea; U.S. private investment in Korea; and cooperative arrangements between the United States National Bureau of Standards and the Korean National Industrial Research Institute.

Minister Kim reviewed the progress which Korea had made in recent years in its economic development and emphasized the need to continue to expand trade between the two nations and to promote American private investment in Korea for the achievement of the goals of the Second Five-Year Economic Development Plan.

Secretary Smith expressed his admiration for the rapid economic progress made by the Korean Government and people, and noted that the United States Government would continue to support the growth of trade between the two countries and to cooperate with the Republic of Korea in bringing to the attention of the American business community the opportunities for investment in Korea.

Concern over quotas

Both Minister Kim and Secretary Smith noted with satisfaction that trade between the two countries has expanded substantially in recent years. In reviewing this trade, however, Minister Kim expressed his deep concern over legislation recently proposed in the United States Congress to restrict the import of certain commodities, and he urged that the United States Government make every effort to prevent the enactment of such legislation.

Welcoming the provisions contained in the proposed Trade Expansion Act of 1968, Minister Kim expressed his Government's hope for an early enactment of the bill. Secretary Smith expressed his understanding of the Korean Government's position and assured Minister Kim that the Administration's adherence to a liberal trade policy remains unaltered.

The two Ministers reviewed the cotton textile bilateral agreement and the matter of commercial purchases of replacement raw cotton under the PL-480 agreement. Secretary Smith indicated he would convey the Minister's views with respect to replacement cotton to the appropriate agencies in light of the PL-480 negotiations contemplated for later this year.

COMMERCE DEPARTMENT CONFERENCE ROOM was the site of the meeting, second in series begun in Seoul in October, 1967. Next meeting will be held in Seoul at a time not yet announced.

With respect to United States exports to Korea, Minister Kim and Secretary Smith agreed that further reduction in the ocean freight rate differentials, and increased use of bonded warehouse arrangements, would significantly benefit U.S. exports to Korea.

To assist such exports, Secretary Smith indicated that the U.S. Department of Commerce would initiate a broad-scale survey of the Korean market for the use of American businessmen. He also confirmed that next Spring the Department would mount in Seoul one of the largest commercial exhibitions of American products ever to be held in the Far East, and he thanked Minister Kim for his Government's excellent cooperation. Minister Kim said the Korean Government welcomed this project. He expressed his Goverment's appreciation that the United States Atomic Energy Commission and the U.S. Department of Agriculture would participate in the Korea Trade Fair scheduled for this coming Fall.

Secretary Smith noted that U.S. private investment approved by the Korean Government since 1962 has amounted to more than $62 million. Minister Kim extended his appreciation for the efforts made by U.S. business firms in the field of economic cooperation. He emphasized the need for further U.S. private investment in Korea, especially in the fields of petrochemicals, iron and steel, and electric power, to help achieve the goals of the Second Five-Year Economic Development Plan.

Secretary Smith said the U.S. Department of Commerce would continue to encourage United States investment in Korea. With regard to the U.S. foreign direct investment program, Secretary Smith assured Minister Kim that, in view of the liberal global framework of the program for developing countries and the favorable investment climate in Korea, he had every reason to believe that potential U.S. investment in Korea would not be significantly affected.

The two Ministers also discussed matters involving copyright protection, and the operations in Korea of American insurance companies, certified public accountants, and lawyers.

Secretary Smith welcomed the steps taken by the Ministry of Commerce and Industry to centralize standards and related research into one government agency and hoped that this reorganization could be effected in the near future. Pending implementation of the reorganization, the United States National Bureau of Standards offered its facilities for the training of Korean nationals for periods of six months or more in selected areas of specialization.

Further exchanges of technical publications between the Ministry of Commerce and Industry and the National Bureau of Standards were decided upon. Minister Kim expressed his willingness to consider sending selected Korean scientists and technicians to the National Bureau of Standards for training, and it was agreed that a "sister relationship" between the National Bureau of Standards and the technical arm of the Ministry of Commerce and Industry would be established.

AN ENTRYWAY TO EXPANDING KOREA, PORT OF PUSAN is seen in this view from Yung-Do Island. Korea expects to reach billion dollar import level in 1968.

Korea has sales surprises

Promising, challenging market now approaching billion dollar level

This report was prepared by G. E. Robert Meyer, Commercial Attache, and Bradford W. Miller Jr., Commercial Officer, in the United States Embassy, Seoul.

Korea—the surprise package of the Far East—is rapidly developing as one of the new and attractive markets for American products.

Korea has an economic growth rate (estimated at 12% in real terms for 1968) that is exceeding most expectations. In 1967 the manufacturing sector of the GNP had a rate of growth of 22%. The Korean Government expects foreign exchange earnings from exports of goods and services in 1968 to reach $850 million (goods of $500 million and services $350 million), thus maintaining the average annual 40% growth in commodity exports experienced by Korea during the last four years. These earnings together with foreign aid and capital movements will help finance imports of goods that may exceed $1 billion in 1968. The United States and Japan are the chief competitors for this growing market.

Many U.S. firms unacquainted with Korea would do well to study the possibilities for sales that are emerging in this rapidly developing economy.

Judging by the number of American businessmen stopping in at the American Embassy in Seoul, the interest of U.S. firms in personally exploring "what's going on in Korea" is indeed impressive and very much on the upswing. In spite of this increasing interest, Korea still appears to remain the "blind spot" in the itinerary of many U.S. firms' Far East representatives.

The Korean economic picture continues to be bright, statistics are impressive and reflect an economy that contains the fundamentals of continued growth and a steady rise in living standards. However, problems remain: continued reliance on foreign aid; the inflationary pressures and debt service requirements which accompany development; the trade deficit; red-tape and costs of doing business; pressure to raise the exchange rate by exporters who find rising domestic costs impairing their competitive position in export markets; and a lack of certain specialized technical skills and of experienced management personnel.

The United States continues to be Korea's largest customer and second largest supplier, after Japan. Although the U.S. percentage share of total imports (including commercial and PL-480 and AID financed) continues to drift downward (35% in 1966 and 30.6% in 1967), the value of Korean purchases from the U.S. according to customs figures rose over $50 million to a new high of $305 million in 1967. Of this, the U.S. share of total commercial imports, i.e., goods paid for with Korean Government-held Foreign Exchange (KFX), rose to 21% ($140 million) compared to 14% ($57 million) in 1966. At the same time, total estimated U.S. economic aid arrivals dropped from $209 million in 1966 to $151 million in 1967.

By comparison, Japan supplied 44.5% of Korea's 1967 total imports and 52% of the KFX portion of her imports.

Together, the U.S. and Japan supplied over 75% of total imports into Korea and together took about 70% of Korea's exports.

An influx of Japanese trading firms, trade missions, and technicians, and an orientation toward Japan as Korea's primary supply source followed the December 1965 normalization agreement with that country. In 1965 there were no Japanese trading firms in Korea. There are now over 30, and several Japanese bank offices. The Japanese firms come with substantial financial backing, familiarity with Asian ways of doing things, proximity to market, strong Japanese Government support, the availability of unlimited well-trained, relatively low-cost Japanese staff—and a willingness to enter this market zealously to promote the sale of Japanese goods.

Private Japanese firms' sales representatives and engineers can easily visit Korea which is only two hours away by plane. Japanese firms can provide fast delivery, low ocean freight rates, cheap prices, and ready, flexible, accommodating financing. Japan considers Korea to be one of its traditional markets.

U.S. suppliers indifferent

But this does not mean that American suppliers cannot keep their present 21% share of this growing KFX market and in fact increase this share, despite the foundations in Korea that are strongly linked to Japan. The U.S. is, after all, competitive in Japan, and there is no reason why it cannot also be in Korea.

Unfortunately, there appears to be a general attitude on the part of U.S. suppliers of indifference to Korea as a market, perhaps because it is a relatively small market at this time and the immediate return may not be as high in Korea as it would be for the same amount of effort in other foreign markets. This attitude overlooks the basic value of introducing products in a developing market, especially in one growing as rapidly as Korea's.

American business interested in this Korean market should (1) study the market needs, (2) try to adapt the American product to local requirements, (3) provide service (largely absent in Korea today), (4) send technically well informed representatives to Korea, prepared to give suppliers credits with better terms, and (5) use more care in selecting better qualified local agents.

The reasons most often given for America's small share of Korea's market is the paucity of visits by company technical representatives and the reluctance of American suppliers to offer better financing terms to Korean buyers. A common complaint heard from Korean factory engineers and officials making the buying decisions is "where are the American businessmen? We see Germans and many Japanese, but where are the American representatives? How can we buy your machinery if no one sells it to us?"

Sometime ago an American representative of a U.S. chemical firm came to Korea to establish his liaison office. He was asked why he was doing this, in view of the fact he already was represented by three qualified Korean firms. He replied that during the past year his firm's business in Korea had fallen off sharply to the Japanese and he had been sent specifically for the purpose of showing his Korean agents how to compete. He subsequently proved that his firm can compete.

Compared to Japanese salesmen, American salesmen are handicapped by travel costs to this market and the language barrier. This can be partly corrected by utilizing fully competent Korean agents and sharing the cost of a program of advertising and other sales promotion. Since American machinery is, in general, less well known than the Japanese product in the Korean market, it might prove helpful for U.S. suppliers to participate in more exhibits in Korea.

For years, there has been in Korea the widespread illusion that American machinery is "more expensive" than almost anybody else's. This sentiment has been true especially during difficult credit periods—where "price and credit" become the most important factors in a transaction. And with normalization in December 1965, followed by the flood of Japanese firms offering not only low prices but attractive credit terms, it appeared to many U.S. firms that all would be lost. The competitive threat still exists.

However, once the quality and features of an American machine are demonstrated, often the price consideration becomes less of a barrier. As the economic well-being improves due to the rapid industrial development occurring in Korea and to the high capital inflow in the past couple years, the Korean businessman tends to buy higher quality and more sophisticated products—this should mean more U.S. sales.

There is also a misconception among Korean businessmen (and some U.S. representatives) that American machinery is too advanced, too sophisticated, and not suitable for Korea. This may be explained in part by the lack of advertising and the absence of technical and other information on such machinery. Exhibits and more aggressive sales effort on the part of the U.S. supplier are an answer. It should be emphasized that the demand for U.S. goods exists and an aggressive sales program does bring results.

A large Korean construction firm recently reported that prior to 1966, it had met its heavy construction procurement needs primarily from Japan (80%) and other countries including the U.S. (20%),

VOCATIONAL SCHOOL OF MOTOROLA KOREA, LTD., teaches girls how to produce transistors and integrated circuits for Motorola, Inc.'s Semiconductor Products Division in Phoenix, Ariz.

and that this was done for "price" reasons. After keeping careful cost records the Korean firm discovered that the Japanese equipment required so much maintenance and repairs that its real costs exceeded by an unhealthy margin the real costs of the U.S.-made equipment. This was the result of being overly price-oriented rather than quality-oriented. This firm has now changed its procurement policies and, in spite of the geographic and price advantages offered by Japan, is now buying 80% of its requirements from the U.S. and 20% from other countries. Already in 1968, it has purchased over $5 million worth of U.S. equipment. This change in procurement was helped by the timely visit to Seoul of the American firm's representative.

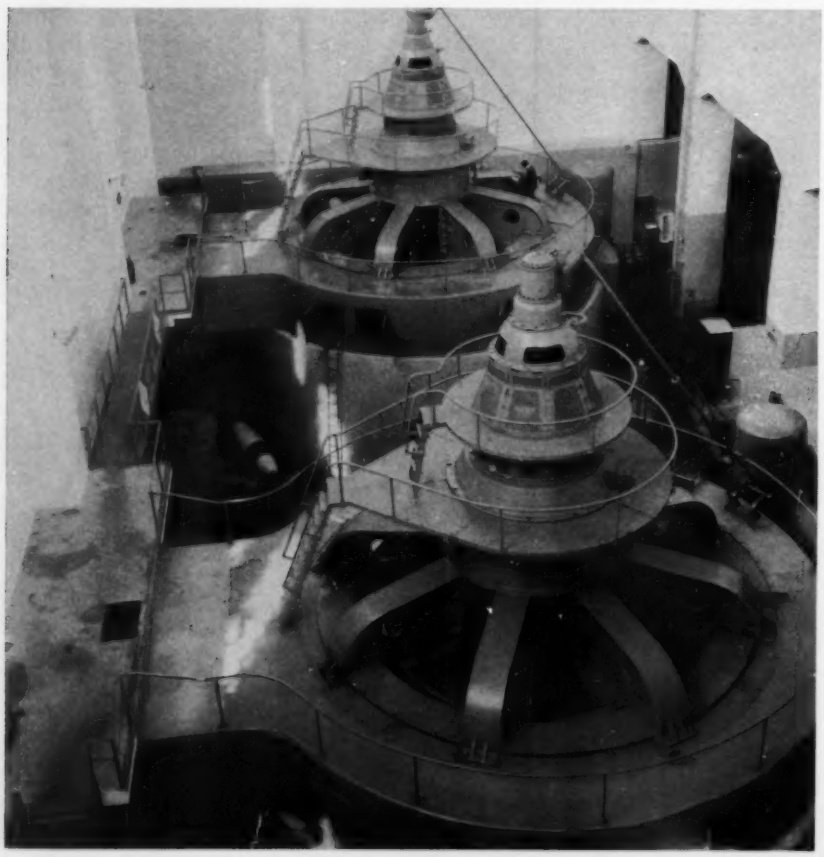
Another visiting U.S. sales representative, who had been informed that there was no market in Korea for his higher priced tools, casually mentioned, prior to leaving Seoul, that he had signed a large contract for his product because there was a preference for it. When asked how he discovered this preference, he stated that he hadn't discovered it, he had developed the preference during his visit to the buyer. This is precisely what is necessary in today's Korean market—to realize that there is a basic liking for American goods and then by active salesmanship to develop a preference for your product.

In the promotion of sales, it is necessary to realize that "marketing" is still a strange word to most Korean firms. There is not one modern private marketing analysis firm in Korea. Advertising is in its infancy and "to sell" means to wait until your customer comes to you. U.S. firms interested in this potentially great market must be careful in their selection of a qualified agent and then be prepared to help that agent promote the market. With money costing anywhere from 2¼% (commercial bank) to 4% (curb) per month but receiving annual interest on bank deposits up to 27.6%, the U.S. firm should not expect his local agent to purchase large stocks of supplies or expensive demonstration models of machinery. The U.S. supplier must be prepared to share such costs as well as advertising expenses and, more important, to give real practical market development assistance to his agent. This might include participation in exhibits in Korea.

This high rate of interest or cost of money helps to explain why Koreans are so price conscious. It takes only a few weeks to get a shipment from Japan but sometimes several months after the letter of credit has been opened for shipments from the U.S. Additionally, German and especially Japanese firms are willing to supply products to Korean end-users and importers on favorable D/A (Documents against Acceptance) terms. Many U.S. suppliers have not yet awakened to the fact that they can no longer rely on AID "Buy-America" financing for all their exports to Korea and that credit terms are now necessary to meet the competition.

The risk of doing business under D/A terms is, of course, present, but suppliers from other countries seem willing to take the risk and get the business. The healthy growth of U.S. trade in Korea depends, in large measure, on whether U.S. firms are prepared to offer supplier credits and whether expanded and more liberal private and government protection for such risks will be made available. American suppliers wishing to meet the obstacle of

HYDROPOWER FOR KOREAN INDUSTRY is generated here inside plant adjoining the Chonpyung Dam.



Best sellers in Korea

What are some of the American products that have good potential for sales in Korea? This question was recently asked by the Embassy of nearly a hundred businessmen in Korea.

They answered with about as many commodity categories, covering light aircraft, machine tools, precision dies and gauges, control systems, plastics fabricating equipment, food processing machinery, mining equipment, heavy construction and road building and maintenance equipment, automotive repair and service station equipment, machinery for the petrochemical industry, specialized medical and hospital equipment, machinery for packaging, metalworking and forming equipment, electronic testing and measuring equipment, special chemicals, textile machinery, wood working equipment, air conditioning equipment, office machines, communications equipment, and many others.

These were cited as being needed and wanted by Korean buyers. The need is also great for American techniques and there are many opportunities for patent licensing.

delivery time and higher freight costs, may now take advantage of a recent change in the Korean Customs Law permitting foreign firms to establish and operate bonded warehouses for their own goods. These facilities could be used for stocking replacements and spares for repairs and servicing.

Because of the "infant-industry" protection that the Korean Government extends to its manufacturers, many of whom only assemble using major components imported from a foreign partner, it may be in order for U.S. suppliers to study this method as a possible way of securing a market in Korea. Such a study may also reveal Korea as a cheaper source of supply for some of the more expensive labor-intensive components now being purchased from other countries for import into the U.S. Consumer items enjoy a growing demand with a liking for those bearing U.S. trademarks, but consumer items are generally more restricted as far as importing is concerned. U.S. firms will find increasing opportunities, however, to make investments here to manufacture both consumer items and capital equipment.

Thus far, U.S. direct investments have concentrated on fertilizer, oil refining, and assembly of parts for the electronic industry for export. These areas, plus some textile investment, remain of interest for investment purposes; other areas such as animal feed plants, petrochemicals, television, garments, outboard motors for small fishing craft, variable speed motors, and vehicles, among others, are just now being opened up. There are signs that local firms are becoming less self or family-centered and are beginning to explore the possibilities of securing joint ventures. Only during the last three or four years has the Korean Government and, even more recently, private enterprises recognized the necessity to find foreign capital that will bring with it special skills, including technology and management on a continuing basis. This is still slow in developing but the flame is there and with a little salesmanship can be made to burn brighter.

Many areas provide sales opportunities. Korea's oil refining capacity is being increased by the construction of a new refinery to meet growing demands by industry and other consumers for bunker C oil, diesel oil and gasoline, and feedstocks for Korea's budding petrochemical industry. It is anticipated that between now and the early 70's the gasoline requirement for motor vehicles, for example, will quadruple. The motor vehicle fleet (composed of buses, trucks, and passenger cars) in 1965 amounted to about 40,000 units and in the early 1970's is expected to exceed 100,000. American and foreign auto firms are making arrangements to assemble their cars in Korea to provide a wider choice in this increasing market for vehicles. The first Ford vehicle is expected to roll off the assembly line in November.

Express highways are being planned from Seoul south to Pusan and east to Samchok and elsewhere in Korea, opening new areas to more rapid agricultural and industrial development, opening also new ports and harbors, and bringing to light new requirements by consumer and industry. The new highways now under construction are expected to require $40 to $50 million in road building and maintenance equipment in 1968-69. The Ministry of Construction recently estimated that about $110 million of heavy construction machinery must be imported during the 1968-1971 period. Following the highway expansion, there will occur demands for service and repair station equipment which U.S. firms should be prepared to supply at competitive prices in order to establish the market.

FERTILIZER FOR KOREAN AGRICULTURE is produced at the Ulsan plant of Yungnam Chemical Co., affiliated with Skelly and Swift firms in the U.S.

The National Railroad announced in May a five-year railroad modernization plan to cost $130 million in foreign exchange. Recently the Seoul City Government confirmed that it had rough preliminary plans to construct 70 miles of mass commuter elevated and subway electric railways through and around Seoul. The city planning also includes an elaborate satellite city with new hotels, government buildings, office and other commercial buildings, all requiring construction equipment, central heating and air conditioning, architectural and contractors supplies, office equipment, and other supplies.

One of Korea's largest industries is textiles. Representatives of that industry say that an urgent need exists for expansion of primary facilities, e.g., spindles and looms, and modernization calling for replacement by more efficient equipment and the addition of new processes. A need for the upgrading of the silk industry has long been recognized. This will also require more efficient and modern equipment. The need in this industry for dyeing and other chemical facilities from the U.S. was stressed. The apparel industry is

KOREA NYLON PLANT in Taegu was recently aided by a $3.4 million Export-Import Bank credit to finance U.S. equipment and services. Expansion is being supervised by Chemtex of New York.

TONGMYUNG PLYWOOD PLANT is in Pusan, southern terminus of a planned superhighway from Seoul.

relatively new and is expected to grow, in which case industrial sizing, sewing, cutting, special seaming and other machinery including dyeing and forming equipment will be needed.

A U.S. chemical firm's representatives in Korea recently observed that American chemical suppliers are going to be offered two main possibilities of business in the future in Korea. The first is investment in local plants for the production of basic commodity chemicals, such as styrene, polystyrene, polyethylene, ethylene, glycol, styrene, butadiene rubber, detergents, emulsifiers, textile auxiliaries, etc.

The second possibility will be the marketing of special chemicals designed for specific application. Examples of these are ion exchange resins for water treatment, surface active agents to be incorporated in various chemical formulations, and heat transfer media (and anti-static agents) to be used at industrial production plants where temperature control is vital to the process involved. As investment in local chemical plants and other industrial areas increases in Korea, there will be an increasing demand for these latter types of products. It was his opinion that there will not, however, be sufficient demand in Korea to warrant local production of these items.

Another chemical firm representative stated that his sales of American chemical products were projected to increase at about 20% or more per year for the indefinite future. He commented that as Korea's industrial economy becomes more modern, her requirements for more refined and higher quality specialty chemicals will increase. And it is specifically in these products that American suppliers excel both in price and quality and have the advantage over other foreign suppliers.

Specifically mentioned were spinning oils for the synthetic fiber industry, surfactant agents, modern dyestuffs for the man-made fibers, intermediate dyestuffs, intermediate and specialty chemicals for the fertilizer industry and the industries using petrochemicals now being developed in Korea. It is anticipated that the major commodity chemicals will be in production in Korea by the 1970's and that imports of such chemicals will be restricted as soon as those plants are placed on stream.

Limitations ahead

Thus eventually, unless U.S. firms examine the possibility of joint investments with Korean partners for the production of some of these products, business in Korea for U.S. chemical suppliers will continue to be only for the specialty type product. Even if the major commodity chemicals continued to be supplied from abroad, Japan would always have the geographic advantage which boils down to average freight costs of $10.00 per ton from Japan compared to a minimum charge of $50.00 per ton up to $180 per ton (for dyestuffs) from the U.S.

The light metal industry needs specialized and precision equipment for casting (including investment casting), drawing wire, special shapes of aluminum, copper, brass, etc., products. Korean Government officials are now studying ways to improve the domestic machinery industry and recently proposed the construction of an integrated machinery factory at a cost of $35 million. Whether or not this project is realized, it points up the need in Korea for semi-precision and precision machine tools for the production of manufacturing machines, tools, and other industrial machinery. Needed are bench and portable type tools including motorized hand-tools, automatic duplicating and copying equipment, and machinery for the casting industry.

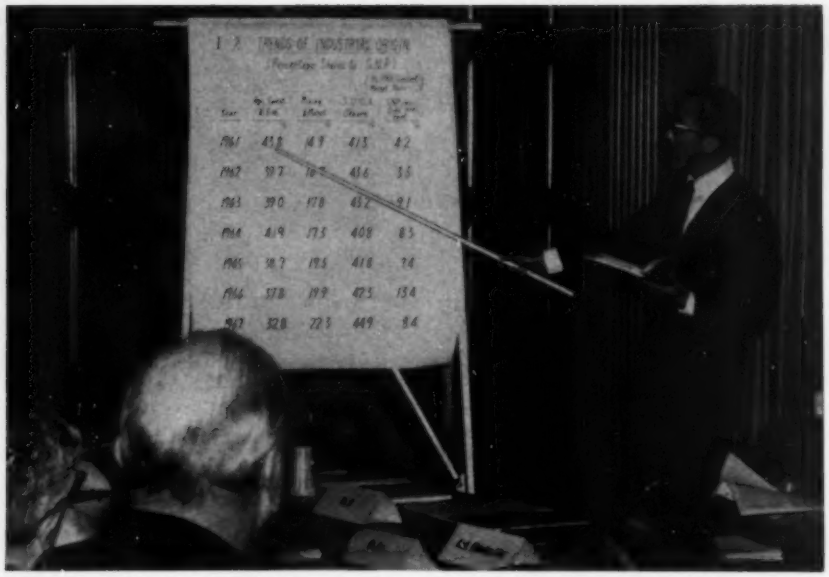
Japanese reluctance

The Japanese appear reluctant to sell some equipment, especially plant installations, to Korea for industries which might result in competition, in the export or Korean market; this is particularly true for the more modern and efficient equipment. U.S. manufacturers and suppliers might increase their sales of plant installation, if they would be willing to furnish specifications and plant layouts without insisting that all of the plant facilities be purchased in the U.S. Sell the critical and major components; other parts or components might be domestically fabricatel with technical help from the U.S. major supplier.

The Korean Government is anxious to develop a modern agricultural and fisheries industry and hopes to initiate and stimulate agri-business for processing, canning and freezing and marketing (both domestic and export). For this purpose, a government-sponsored Agriculture and Fishery Development Corporation (AFDC) was formed and is prepared to cooperate in promoting joint investments with foreign firms in agricultural and related industries. These will include manufacture of containers for packing, cold storage and freezing, and processing industries for all types of edible and non-edible agricultural products.

The possibilities of this market of thirty million are many. One U.S. firm, Ralston Purina, is taking advantage of the need for agri-industry and is constructing a feed plant for sale of poultry and livestock feed to the market and to its own poultry breeding farm, hatchery and production units for fresh eggs and broilers. The broilers will be slaughtered in the firms own plant and prepared (fresh and frozen) for the domestic market. This means a market for American grains, refrigeration units for distributors and dealers, speciality poultry raising equipment for contract farmers, trucks for feed distribution and poultry and egg marketing, rotisseries for restaurants and hotels. Other firms are contemplating the same sort of venture.

The demand is there, the market grows.



PATTERNS IN KOREAN DEVELOPMENT were pictured for U.S.-Korea conferees in Washington by Pil Soo Park, chief of the Export Promotion Section of Korea's Ministry of Commerce and Industry.

New AID insurance assists activity of Korea finance unit

Boston company's investment first covered in new plan

Insurance of U.S. private investment in developing countries against political risks is now available from the U.S. Government to cover investments in private development banks, finance companies and other intermediate credit institutions, the Agency for International Development announced today.

This type of insurance covers losses due to damage from war, revolution and insurrection, or losses from expropriation or inconvertibility of local receipts into dollars.

A $700,000 investment by a Massachusetts investment company in a Korean intermediate finance corporation has been backed by $2,800,000 worth of AID specific risk guaranties in the first application of the new, liberalized rules for political risk insurance.

Back-Bay Orient Enterprises, Inc., of Boston is acquiring 70% of the equity to establish the Korea Capital Corp in Seoul. The new capital and development finance company will make loan and equity investments in Korean industrial manufacturing and agri-business projects.

Previously, AID political risk insurance for this type of investment was no different from insurance covering ordinary loan and equity investments in industrial enterprises. AID's new development finance insurance extends coverage to investments made by the intermediate credit institution in the developing country, as well as to the U.S. investment in the development finance company itself.

This broadened coverage is intended to encourage U.S. risk capital firms to organize in developing countries, by making available insurance similar to that offered to U.S.-based financial institutions.

Similar liberalized contracts have recently been made available by AID to U.S. branch banks in developing countries and other institutional lenders in the United States.

Back-Bay Orient's principal corporate stockholders are the Edge Act affiliates of the United California Bank, The Bank of New York and the New England Merchants National Bank. Other principal stockholders are Thomas Jefferson Coolidge, Jr., of Boston, chairman of the board and Arthur Dubow of New York City, president of Back-Bay Orient.

The banks through their interest in this project will be in a position to provide additional financing for Korean projects and to stimulate their clients' interest in the Korean economy.

Korean road network will be improved under IDA credit

A $3.5 million credit from the International Development Association (IDA) to the Republic of Korea will finance studies and technical assistance which will lay the groundwork for a substantially improved highway network.

A comprehensive survey of all modes of transportation in Korea, undertaken with the assistance of a World Bank grant in 1965, pointed up the need for a more adequate road system. In the past Korea has relied mainly on railway transportation, but the economy has grown so rapidly in recent years that a transportation bottleneck is developing.

Less than 6% of Korea's 21,000 miles of public roads are paved. The IDA credit includes funds for feasibility studies of 720 miles of national highways, including traffic forecasts and reconnaissance field surveys, recommendations for design standards and alignment selection, and an initial economic analysis for all of the roads. Of these, about 500 miles will be selected for more detailed field surveys, preliminary engineering and a more comprehensive economic analysis. On the basis of the feasibility studies, detailed engineering will be undertaken for sections of roads of highest priority totaling between 200 and 300 miles.

The IDA credit includes funds for consultants to examine the ministries and other agencies concerned with transportation policy.

The IDA credit will provide financial assistance for the overseas training in highway engineering and administration and in transport economics of Korean personnel required to staff new highway agencies.

More on Korea

Two Commerce Department Overseas Business Reports on Korea are available from the Superintendent of Documents, Washington, D.C. 20402, at 15 cents per copy. They are OBR 68-37, Basic Data on the Economy of the Republic of Korea, published in June, 1968, and OBR 67-55, Foreign Trade Regulations of the Republic of Korea, published in June, 1967.

AT OSAKA, Pennsylvania's Lieutenant-Governor Raymond J. Broderick (standing) explains the purpose of the Commonwealth's trade mission to guests and members of the American Chamber of Commerce in Japan. It happened during the State's second overseas mission; a third is being planned.

Pennsylvania mission to Far East scores on sales and prospects in four nations; another is planned

Second trade promotion group sent abroad from Keystone State finds brisk business—in Australia, Taiwan, Japan, Korea

By JOHN T. ACTON
Director, International Trade and Port Development, Pennsylvania Department of Commerce

"We paid for the entire trip with our first day's sales in Australia," reported Larry Littman, President of Electro-Nite and a member of the recent Pennsylvania Trade Mission to the Far East.

"The market in Australia is tremendous and we expect to be doing $10,000 per month in new business as a direct result of this mission. In addition, we have purchased a 60% equity position in a firm in Australia. Through the receptions and luncheons, I was able to meet executives who were previously inaccessible to my representatives."

The second mission to go abroad from the Keystone State promoted the sale of Pennsylvania-made equipment in Sydney and Melbourne, Australia; Taipei, Taiwan; Osaka and Tokyo, Japan; and Seoul, Korea, for three weeks in April and May. The first, last September, focused on the sale of Commonwealth instruments in Europe.

Littman, the only member of the current group who had participated in the earlier trade promotion tour, continued:

"In Taiwan my brief visit enabled me to appoint agents for whom I have a great deal of respect. They not only are aggressive but have the engineering personnel equipped to service the accounts. We anticipate $10,000 per month sales in Taiwan within one year where we had virtually no sales at all.

"It was of great importance to have Lieutenant Governor Broderick on this mission. The people we visited were most appreciative of his presence and his prestige benefited all of us."

Broderick was the leader of the 14-member group, which was organized by the Pennsylvania Department of Commerce and approved by the U.S. Department of Commerce under its industry-organized Government-approved trade missions program.

Current negotiations

Bob Bredt of Penn Pipe Hanger Co. reported that he is now in active negotiation on a licensing agreement with two Australian concerns. Under this agreement, the Australian firm would import about 15% of the product and manufacture the balance. Total sales within five years are expected to equal $200,000. "Both firms were located by the Trade Mission staff and consulates." he added.

"In Japan I completed negotiations for a joint venture in manufacturing our product and started negotations for a joint venture in distribution and sales.

"The overall results of this mission were most productive to our company. Within three weeks we did business that would otherwise require six months and I appreciated the opportunity to meet the top-level businessmen who were attracted by the mission."

Willis Koehler of Koehler & Sons reported, "In Japan we received a $35,000 order as a direct result of the mission. I don't evaluate my participation in this mission solely on the basis of orders, however, because we gained much more than that from it. First, it enabled us to evaluate the performance of our agents and to explain to them more fully the operation of our equipment and of our methods of distribution. Second, it enabled us to appraise the potential market by talking with businessmen and government officials who were in a position to know the real facts.

"Third, it enabled us to find business opportunities with which we never would have become acquainted. For example, in both Taiwan and Korea we found at least five reputable firms interested in forming a joint venture. I am extremely optimistic about the trade mission program and know that we will participate again."

Extended stay

Ed Bowman of E. W. Bowman, Inc., found business so good that it was necessary for him to stay over in Japan a full week. "We worked out the final details on a representation agreement that should result in $500,000 sales in 1969. Japan

Mission to S. America scheduled for May

The Commonwealth of Pennsylvania is planning a mission to South America May 22-June 7, 1969, focusing on electronic equipment. Tentative stops are Rio de Janeiro, Sao Paulo, Buenos Aires, Lima and Caracas.

Any Pennsylvania firms interested should communicate with John T. Acton, Director of International Trade and Port Development, Harrisburg.

is modernizing her production equipment and is in the market for our machinery in a big way.

"In Australia we worked out the details for an exclusive licensing agreement with Australian Consolidated Industries Pty., Ltd. Under this agreement, ACI will manufacture our basic product and purchase from us certain specialty parts. They will serve as our exclusive distributors in Australia, New Zealand, Singapore and Bangkok. We anticipate direct sales to them of $75,000 to $100,000 per year by 1969 in addition to royalty payments.

"Both the Australian and Japanese companies were new contacts made on the mission."

Tom Broughton of Tinius Olsen, Inc., reported, "This was the most interesting, enlightening, concentrated business endeavor I have ever undertaken. In each country we made valuable contacts which will soon result in much increased business. I felt that our participation was of tremendous value to the company."

George Beggs, President of Leeds & Northrup, reported the greatest volume of sales. "We firmed up orders for major power system equipment that run into several millions of dollars. While some of these orders were under consideration, sales might never have materialized without the impact of the trade mission."

"In addition to that, discussions were initiated and carried well along to establish joint ventures and representation of a number of our product lines," he continued.

Another aspect

"The value of a trade mission does not lie in its business accomplishments alone but also in its contribution to foreign relations," reported Lt. Governor Broderick. "This is a two-way street. Stronger friendships develop in both directions as they get to know us and we become better acquainted with them. This aspect of a trade mission should not be overlooked, for in the long run it could prove more important than the business gains."

Robert P. Feeser, Vice-President of the First Pennsylvania Banking & Trust Company, reported that the mission enhanced the bank's image with its foreign banking correspondents. "By identifying ourselves with the mission and its aims, we believe that our future efforts to promote Pennsylvania's foreign trade will pay greater dividends," he observed.

The mission carried with it 22 business proposals from Pennsylvania firms. Deputy Secretary of Commerce Edward D. Smith interviewed 110 firms overseas interested in these proposals and reported, "I was impressed with the genuine interest shown in our proposals. I feel strongly that business proposals should be an integral part of every trade mission."

Bank assisted

In addition, the First Pennsylvania Bank distributed these trade proposals overseas through their correspondent banks. This excellent coverage produced many active inquiries.

The 200 inquiries were distributed among all 22 proposals' firms and should prove interesting and profitable to all of them.

From these comments it is obvious to mission organizers that the second Pennsylvania Trade Mission was an even greater success than the first and that Pennsylvania's international trade promotion program will proceed with continued momentum.

The Pennsylvania Trade Mission was composed of the following members: Lt.-Gov. Raymont J. Broderick, leader; George E. Beggs, Jr., Leeds & Northrup Co., Philadelphia; E. W. Bowman, E. W. Bowman, Inc., Uniontown; Robert L. Bredt, Penn Pipe Hanger Co., Philadelphia; Thomas M. Broughton, Tinius Olsen Testing Machine Co., Willow Grove; James A. Currie, Erie Foundry Co., Erie; Robert P. Feeser, First Pennsylvania Banking & Trust Co., Philadelphia; John H. Frazier, Director of Port Development, Delaware River Port Authority; Ben Green, Swanson-Erie Corp., Erie; Willis G. Koehler, Koehler & Sons, Hatboro; Lawrence I. Littman, Electro-Nite Co., Philadelphia; P. Kay Schwartz, Proctor & Schwartz, Inc., Philadelphia; Edward D. Smith. Deputy Secretary of Commerce, Commonwealth of Pennsylvania; and John T. Acton, Director for Port and International Trade Development, Pennsylvania Department of Commerce.

Asian Development Bank makes second loan, to Ceylon

Funds will aid tea industry on new machinery, plants

The Asian Development Bank has approved a loan equivalent to US$2 million to the Central Bank of Ceylon to finance the modernization of that country's tea factories.

The loan, the second to be announced by the Bank, will be for 15 years. Repayments will commence after three years, at an interest rate of 6⅞%.

The loan is to be administered by the Central Bank which will provide medium and long-term finance to factory owners through the existing credit institutions in Ceylon. The local costs of the project will be locally raised by the tea factories—either from their own resources or from local credit institutions.

Modernization program

The ADB loan will cover the foreign exchange cost of the modernization program approximately over the next 30 months and will constitute about 40% of the proposed total investment in the project. It will be used to pay for imports necessary for the construction of new tea factories and installation of machinery, replacement and expansion of existing machinery and equipment, electrification of factories and purchase of vehicles. It is expected that the loan will assist in fuller utilization of capacity existing in Ceylon to manufacture tea machinery.

Reliance on agriculture

Ceylon is a predominantly agricultural nation which relies heavily on three major cash crops—tea, rubber and coconut, which together contribute over 90% of the country's total foreign exchange earnings. The tea industry which is mostly owned by the private sector is the largest single source of foreign exchange, its contribution accounting for as much as 60% of the annual foreign exchange earnings of the country.

The production of green leaf has increased steadily in the last few years as a result of the Government's tea rehabilitation programs. Investments in tea factories have, however, lagged behind the increase in tea leaf output mainly because of foreign exchange shortage.

U.S. export gains noted in most major markets

Our share expands in about a third of prime buying nations amid rising sales

Gains were reported in imports from the United States in the majority of the 47 principal markets for our goods during the latest 12-month period for which statistics are available. An even higher proportion of the nations shown in the accompanying table reported increased imports from all sources. Our share of the import market thus improved in about a third of these countries.

Among our top ten markets, arrivals of U.S. goods expanded quite sharply in Japan and Canada, and also in Australia and the United Kingdom where they rose faster than total imports. Nearly half of the other industrial nations also purchased more U.S. products in the last year, but gains were generally more moderate.

In the developing country markets for which some 1968 data are now available, imports from the United States advanced briskly in Asia, where our relative position generally improved, but declined in Latin America.

World imports rise

Increased arrivals of foreign goods were recorded by about three-quarters of our leading trading partners in the last 12 months. Reflecting the general slowdown in world trade, particularly through the latter part of 1967, the rate of increase in imports into individual markets was generally modest.

A notable exception to this trend was Japan, where total imports expanded by one-fifth, the highest rate among industrial nations. The import growth rate in recent months, however, decelerated slightly in response to the monetary and fiscal restraints imposed on the economy to reverse the balance of payments deficit, which in fact has since decreased.

Italy's imports also continued to grow with considerable strength, but at a decreasing pace for the first time in more than two years. In the twelve months ending April, imports flowed into the United Kingdom at a rate 7% above the previous comparable period (as calculated in dollar terms at current official exchange rates), despite a comparatively sluggish economic situation. The rate of import growth is considerably higher if calculated in sterling, disregarding the devaluation of the pound.

Most of the remaining developed countries reporting higher arrivals of foreign goods expanded their imports by 5% or less. Among these was Germany, where the revival of business activity sparked a turnabout in foreign purchases. Imports into that country, which had been running lower than in the previous year for four quarters as the economy marked time, increased by 4% in the year ending April.

The only substantial import drop in the more economically advanced nations was recorded by New Zealand, where the depressed state of the economy held receipts to about four-fifths of the value recorded for the previous 12 months. Minor declines in the value of foreign purchases in dollar terms were also recorded by Spain and Finland; both faced higher import prices following devaluation late last year.

Among the developing areas for which 1968 data are available, the Republic of Korea, the Philippines, and Iran chalked up the largest import increases. Booming industrial production sparked a spectacular rise of 38% in Korea's foreign purchases. Entries of goods into the Philippines were nearly a fourth higher as economic activity advanced significantly. Iran maintained a rapid growth of one-fifth in the value of its imports. That country's buying abroad was stimulated by greater foreign exchange earnings from petroleum production which are used largely to finance the Government's development programs.

As a consequence of a sharp reduction in deliveries from mainland China and unsettled business conditions during the second half of 1967, arrivals into Hong Kong turned downward. India's imports also continued lower in value than in the previous twelve months.

Rising purchases in U.S.

More U.S. goods were bought by about half of our major trading partners reporting recent data. In 11 of these, our exporters improved their relative position.

Imports from the United States grew more strongly than purchases from our competitors in three of our top ten markets—the United Kingdom, Canada, and Australia. In Canada, the bulk of the import surge was again provided by increased amounts of automotive equipment under the duty-free agreement, while demand for U.S. machinery suffered from the slowdown in economic growth there. Increased arrivals of U.S. aircraft and parts accounted for much of the rise in purchases here by both the United Kingdom and Australia.

Aircraft sales also contributed to a sharp boost in arrivals from the United States in Belgium-Luxembourg which increased purchases here by one-eighth, nearly four times the rate of growth in imports from all other sources. An even stronger rise in imports from this country was recorded by Denmark, in spite of a

A report on the value of total imports into all of the major free world foreign markets for which current statistics are available, and the U.S. share of those markets, is published quarterly in INTERNATIONAL COMMERCE. *The preceding report appeared in the issue of Apr. 29.*

A tabulation showing current changes in world import markets and in the U.S. share, as well as changes in reserve holdings of the various countries, is presented on pages 14 and 15.

The report was prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce.

business slowdown there. Higher deliveries of aircraft, computers, machinery, and oilseeds were responsible for an import growth of 25%, far surpassing the 4% increase in total foreign purchases. The relative standing of our goods also improved in two other Scandinavian countries—Sweden and Norway—and in Hong Kong, Singapore, and Pakistan, where purchases from the United States expanded by about a fifth in value.

Despite higher purchases of U.S. goods in a number of other countries, our share of the import market declined. Among these was Japan where a strong rise in arrivals of wheat, soybeans, logs, coal, and non-electrical machinery resulted in a 19% increase in imports from the United States. This gain, however, was slightly less than the rate of increase in purchases from all other sources.

The value of imports from the United States fell in a number of key markets, and in most cases the declines resulted in a loss in our share. In ten nations, arrivals from this country contracted by 9% or more.

Our three leading outlets in the European Economic Community—Germany, France, and Italy—reported small reductions in purchases from American suppliers. U.S. shares of those import markets, moreover, continued to contract. Sharply lower deliveries of corn, coal, and copper accounted for much of the decline in Italy. Reduced shipments of copper to France as a result of our long copper strike negatively affected the level of our sales to that country, while a decrease in demand for our agricultural products and some types of machinery was responsible for lower German imports from the United States.

Yugoslavia cut its purchases here by almost two-fifths during the twelve months ending April. Lower commercial purchases of wheat because of a good domestic crop and the cut-off in PL-480 shipments were the primary factors responsible for the reduction. The substantial one-third drop in Turkish imports from the United States was accounted for by lower U.S. assistance, and to a lesser extent, by reduced commercial purchases.

In the large Indian market, receipts of U.S. goods also declined, but our share of that import market improved slightly as arrivals from other sources were reduced even more.

Reserves higher

At the close of the first quarer of 1968, gold and foreign exchange reserves of the 47 leading trading countries listed in the accompanying table registered a net increase of $1.6 billion, about 3% over their level at the same time a year earlier. Developed and developing countries contributed equally to the net gain, but while only about half of the developed nations recorded increases, almost three-fifths of the developing nations reported larger reserves.

The EEC countries showed a combined rise of more than $1.5 billion in reserves. Italy and Germany each accounted for a third of that total. Italy's holdings climbed by $532 million to $5.3 billion at the end of March. A similar boost arising from a huge trade surplus brought Germany's reserves to $8.5 billion.

An inflow of foreign capital following devaluation of the pound sterling and other currencies, continued high levels of foreign investment, and increased receipts from ship services and supplies boosted South Africa's reserves by $243 million.

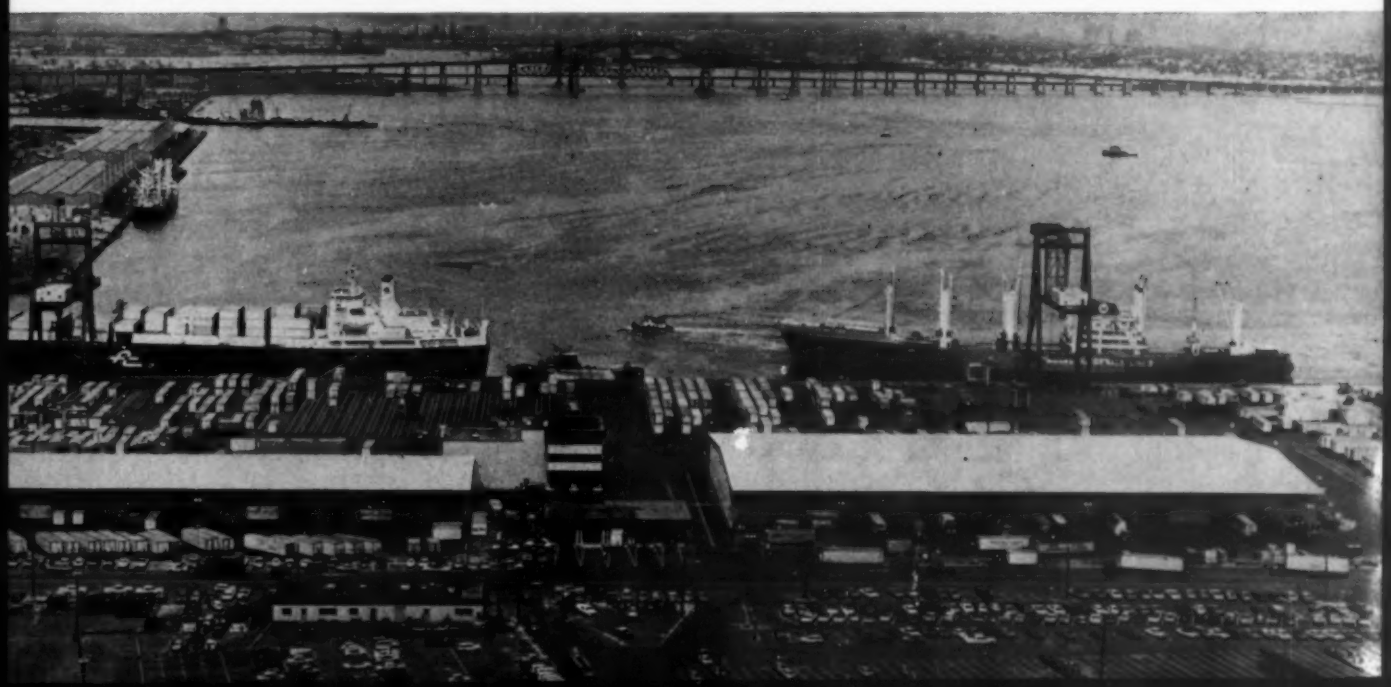
Among the developing areas, Argentina's holdings spurted from $256 million at the end of March 1967 to $689 million in March 1968. Also registering substantial gains were Iran and Korea, mainly from higher export earnings, and Israel as a result of the stepped-up inflow of foreign funds in the aftermath of the June 1967 war.

Britain, Canada, and Japan reported reductions in exchange holdings compared with the end of March 1967. The United Kingdom's reserves were $537 million, or 16%, lower. Four-fifths of this decline occurred in the second quarter of 1967 and was related to the Arab-Israeli war. The proceeds of the sale of $480 million of official dollar portfolio in the fourth quarter of 1967 and financial assistance from foreign governments, central banks, and others were instrumental in preventing a reserve drop during the international monetary crisis of the latter part of 1967 and the beginning of this year.

Canada's sharp loss in holdings stemmed from a temporary, speculative capital outflow in the first quarter. Japan's slippage, on the other hand, was attributable to the deterioration in its trade balance.

Nigeria and Peru both experienced severe reserve declines. In those countries, reserves fell because of higher trade deficits and reduced investment capital from abroad. Brazilian holdings also were sharply down from their total a year earlier, though the March 1968 level represented a substantial recovery from the low point reached at the end of last year.

NEW CONTAINER TERMINAL at Elizabeth, N.J. can unload two ships simultaneously. Atlantic Container Line and Moore-McCormack are the joint operators.



Bureau of International Commerce

World

The 47 markets shown below accounted for 88% of 1967 imports into all free-worl

Value in millions of dollars

Publish

Country	1967 Imports			1968 Imports January through latest month				Import change in latest 12 months compared with preceding 12 months		Reserves at end of first quarter	
	From world	From U.S.	U.S. share %	Latest month	From world	From U.S.	U.S. share %	From world %	From U.S. %	1967	1968
United Kingdom	17,714	2,218	12.5	Apr.	6,331	782	12.3	+ 7	+12	3,259	2,72
Germany, Fed. Rep. of	17,546	2,139	12.2	Apr.	6,400	712	11.1	+ 4	− 1	8,019	8,53
France	12,381	1,220	9.9	Mar.	3,442	335	9.7	+ 3	− 3	6,720	6,90
Japan	11,664	3,213	27.5	Mar.	3,120	875	28.0	+20	+19	2,122	1,98
Canada	10,947	8,008	73.2	Apr.	3,916	2,936	75.0	+ 8	+10	2,681	2,25
Italy	9,697	1,025	10.6	Mar.	2,318	245	10.6	+ 9	− 1	4,770	5,30
Netherlands	8,336	886	10.6	Mar.	2,303	250	10.9	+ 7	+ 6	2,420	2,49
Belgium-Luxembourg	7,176	590	8.2	Mar.	2,033	172	8.5	+ 3	+12	2,348	2,56
Sweden	4,703	436	9.3	Mar.	1,290	125	9.7	+ 5	+ 7	989	90
Switzerland	4,117	337	8.2	Apr.	1,427	127	8.9	+ 4	+ 1	3,108	2,99
Australia	3,872	990	25.6	Mar.	1,045	254	24.3	+ 8	+13	1,507	1,47
Spain	3,484	584	16.8	May	1,460	267	18.3	− 2	+ 4	1,037	97
Denmark	3,142	270	8.6	Apr.	1,057	98	9.3	+ 4	+25	588	51
Norway	2,746	176	6.4	May	1,159	86	7.4	+ 5	+ 9	521	65
South Africa, Rep. of	[1]2,733	[1]464	[1]17.0	...	.....	.....	....	+18	+13	735	97
India	2,692	1,031	38.3	Feb.	370	132	35.8	− 4	− 2	638	71
Austria	2,309	81	3.5	Apr.	808	30	3.8	+ 2	−11	1,350	1,40
Hong Kong	1,818	245	13.5	May	790	112	14.2	− 6	+20	([2])	
Mexico	1,748	1,102	63.0	...	.....	.....	....	+ 9	+ 7	561	59
Finland	1,717	84	4.9	Apr.	492	22	4.5	− 8	−19	162	26
Yugoslavia	1,707	124	7.3	Apr.	529	25	4.8	+ 4	−36	107	14
Brazil	1,667	572	34.3	Feb.	299	96	32.0	+10	− 5	400	30
Singapore	1,437	80	5.6	Jan.	116	6	5.2	+ 8	+18	([2])	
Greece	1,186	100	8.4	Jan.	83	5	6.2	− ([3])	−20	266	26

Note: The countries shown above include the 47 major importers of U.S. merchandise in 1967 for which current data are available. In order to present comparable statistics for all countries, import data have been adjusted from an f.o.b. valuation to a c.i.f. valuation for the following: Australia, Canada, New Zealand, Panama, and the Republic of South Africa.

Import figures have been converted into U.S. dollar equivalents at exchange rates prevailing at the time of importation. Eleven of the 47 countries listed in this table devalued their currencies in the final quarter of 1967. If imports were valued in their national currencies rather than converted to U.S. dollars, the import changes in the latest 12-month period compared with the preceding 12-month period would be as follows: U.K., + 15% from world and + 20 from U.S.; Denmark, + 7% and + 29%; Hong Kong, — 2% and + 24 Finland, +6% and — 7%; Ireland, + 5% and — 5%; Trinidad and Tobag — 9% and + 2%; and Jamaica, + 6% and + 9%. Spain, New Zealan Peru, and Israel also devalued their currencies last fall but data are n available for comparable calculations.

Reserves include official holdings of gold and foreign exchange and the go tranche position in the International Monetary Fund.

market report

oreign markets and 90% of imports from the United States.

arterly

Country	1967 Imports			1968 Imports January through latest month				Import change in latest 12 months compared with preceding 12 months		Reserves at end of first quarter	
	From world	From U.S.	U.S. share %	Latest month	From world	From U.S.	U.S. share %	From world %	From U.S. %	1967	1968
hilippines	1,172	402	34.3	Feb.	204	63	30.8	+23	+23	160	183
an	1,126	209	18.5	Jan.	75	12	15.5	+20	+12	240	352
akistan	1,101	361	32.8	Apr.	331	98	29.6	+ 8	+22	179	183
rgentina	1,096	243	22.2	Mar.	236	53	22.5	− 3	− 9	256	689
eland	1,081	87	8.1	Feb.	185	16	8.8	+ 1	− 9	487	412
ortugal	1,013	71	7.0	Mar.	199	16	8.0	+ 1	− 3	1,057	[4]1,233
orea, Rep. of	996	305	30.6	Feb.	191	76	39.8	+38	+30	274	377
ew Zealand	962	104	10.8	Mar.	206	23	11.2	−18	−18	102	160
eru	833	305	36.6	Apr.	220	76	34.5	−11	−15	143	92
aiwan	806	229	28.4	...	.....	.....	....	+30	+37	346	415
rael	755	196	25.9	Mar.	249	56	26.7	− 2	− 9	622	771
urkey	691	124	17.9	Mar.	183	20	11.0	+ 1	−32	112	118
.A.R. (Egypt)	[1]683	[1]62	[1]9.1	...	.....	.....	....	−31	−57	154	199
igeria	627	78	12.4	...	.....	.....	....	−13	−33	186	129
uwait	593	129	21.7	...	.....	.....	....	+29	+32	164	168
iet-Nam, Rep. of	539	174	32.3	...	.....	.....	....	+ 9	−13	341	347
olombia	497	225	45.3	...	.....	.....	....	−26	−30	83	68
inidad and Tobago	411	63	15.3	Feb.	66	8	12.3	−13	− 2	29	32
maica	349	135	38.7	Feb.	58	21	35.4	+ 2	+ 5	118	120
anama	251	101	40.2	...	.....	.....	....	− 1	− 3	84	[5]68
Salvador	224	70	31.2	...	.....	.....	....	+ 2	− 2	75	63
icaragua	204	88	43.0	...	.....	.....	....	+12	+ 5	59	41
osta Rica	190	74	39.0	...	.....	.....	....	+ 6	+ 6	20	22

[1] January-November.
[2] Not available.
[3] Less than 0.5 percent.
[4] End of January.
[5] End of December 1967.

Source: Official trade statistics of listed countries; International Monetary Fund, *International Financial Statistics.*

Western look in Japanese selling sparks packaging machinery sales

Specialized U.S. equipment for packing, filling, and capping to be spotlighted at 1969 exhibition at Tokyo U.S. Trade Center

West is meeting East on merchandise shelves in Japanese stores, and the increasing mix of American style and traditional Japanese packaging means growing sales opportunities in Japan for U.S. manufacturers of packaging machinery.

To help American suppliers bring their latest products before a burgeoning Japanese market, the U.S. Department of Commerce will stage a packaging machinery and equipment show at the U.S. Trade Center in Tokyo next Jan. 27-Feb. 1.

Steady increases in demand for packaging machinery in Japan—an estimated $60 million market in 1967— result from both mass-marketing trends within the country and adoption of Western merchandising techniques such as the supermarket. Since their advent in Japan in 1953, self-service centers have increased to more than 5,500, some completely automated to handle customers orders by computer and punch card.

The spread of supermarkets has brought the packaging of Japanese goods in the American style, with an eye to convenience in use, ability to promote in mass display, and economy in production. Modern packaging is also prevalent in other retail stores in shopping centers and department stores, with specialty stores continuing traditional Japanese packaging in classical styles and materials such as bamboo, other wood, and basket-packaging.

Modern packaging sought

Modern package construction and convenience features—like tear-strip opening —may join with traditional appearance. An example is a paper wrapping resembling the bamboo which formerly was the standard packaging for some products. A further swing to modernity is the appearance of sake, Japan's national beverage, in "instant" form and sold in portion-pack containers.

Private market surveys conducted in Japan for the Commerce Department note that new applications of packaging will continue to broaden the field and open up new possibilities, just as in the United States.

The studies report particular demand for machinery used in shrink, blister, or vacuum packaging; liquid product filling machines; cartoning, labeling, and capping machines; dry packaging equipment; viscose-product filling machines; and overwrapping machinery. Besides offering new applications in many of these categories, U.S. equipment often is sought because of its high-speed continuous operation capability.

Consumer demand up

Singled out by the market studies is some special application machinery for packaging milk and other dairy products, bread, and dry powders such as flour and washing powder. Increasing consumer demand for these products opens extensive sales opportunities for related packaging equipment.

The growth rate of packaging and bottling machinery purchases in Japan has been fairly constant since 1962 with an annual increase of approximately 25%. That Japan is packaging-conscious is indicated by government encouragement of a high level of private investment to modernize the packaging machinery industry as part of efforts to keep Japan's products competitive in world markets. However, most machinery manufacturers are of small or medium size and their output is marked, in contrast to U.S. packaging machinery makers, by problems of scale in engineering, production, and distribution.

U.S. manufacturers introducing products or intensifying sales efforts in this market through the Trade Center show will benefit from a broad market development campaign by the Center's staff to assure a prime audience of potential buyers, distributors, and agents.

Foreign interest in American packaging equipment was reflected in the solid sales success of a Commerce-sponsored exhibition at the U.S. Trade Center in Milan last March. Thirty-two U.S. exhibitors forecast their combined sales during the next year at more than $2.2 million, on top of $184,000 in off-the-floor purchases by trade visitors at the one-week showing. By show's end, three companies had appointed a total of four local agents and others had opened negotiations with 19 more prospective agents.

U.S. companies interested in further information on the Tokyo Trade Center exhibition may contact the U.S. Department of Commerce (BIC-936), Washington, D.C. 20230 (telephone: area code 202-967-3973), or any of the 42 Commerce Field Offices.

Local agents for electronics firms invited to Danish show

U.S. companies in the electronics field that have local representatives in the Scandinavian market have been invited to encourage the agents to participate in the International Electronics Trade Fair, set for Aug. 22-31, 1969, in Copenhagen.

Product categories to be featured include electronic equipment for home entertainment (radios, television sets, tape recorders, phonographs, records, and other high fidelity equipment), and professional electronic equipment (measuring instruments, communication equipment, processing machines, electro-medical instruments, etc.).

The fair will be open twelve hours each day, with the first four hours reserved for members of the electronics trade.

Write: Elektronikfabrikantforenigen, 16 Graabrodretorv, 1154 Copenhagen K, Denmark.

International photography fair set for November in Belgrade

An International Exhibition of Photographic Products will be held in Belgrade from Nov. 9-11, marking the 100th anniversary of photography in Yugoslavia. The fair will feature manufacturers' displays of cameras, movie cameras, enlargers, film, projectors, darkroom supplies, lenses, and other photographic equipment. There will also be an international salon of photographic art.

Fair authorities state that displays of all types of instant loading small cameras would be particularly welcomed by the 15,000 professional and 500,000 amateur photographers in Yugoslavia.

Write: Belgrade Fair, Bulevar Vojvode Misica 14, Belgrade, Yugoslavia.

Transducer exhibit draws German buyers

It was the first time in Europe that an exhibit had been solely dedicated to the highly specialized field of transducers and data acquisition systems, and 27 exhibitors representing 29 U.S. manufacturers took advantage of the show at the U.S. Trade Center in Frankfurt to bolster their sales position in the competitive European electronics equipment market.

The exhibitors predicted over $1.1 million in sales over the next twelve months as a result of the show. One agent was appointed, and 15 distributorships or agencies were still under negotiation when the exhibition closed.

The four-day show attracted more than 700 top-level visitors from Germany and other European countries. The symposium which took place in conjunction with the show was also highly successful with an audience of between 80 and 120 persons for each lecture.

Most exhibitors agreed that because of its concentration the Trade Center show was more effective than international fairs such as Hanover, and Interkama in which they participate, and they expressed a desire to take part in a transducer show each year.

Success stories include that of Clark Electronics, a small firm with only four employees which made its first attempt to enter a foreign market at this show. The response to the company's products was excellent, and off-the-floor sales in the amount of $4,000 were recorded by Bernard A. Peskin, president of the firm. He anticipates further sales of five figures.

SMALL FIRMS EXPORT SUCCESSFULLY, Clark Electronics president Bernard Peskin (above right) found as he introduced his pressure sensitive paints. Clark projected first-year sales in five figures.

SCIENTIFIC CALCULATORS mounted on stands (above) drew a steady stream of business visitors to the booth of Wang Laboratories. Bell and Howell (below left) and Rocke International (below right) both praised the high quality of the German trade visitors who came to see their displays at the show.

Stockholm Trade Center plans first metals engineering show

'Metallurgy '69' will aim for new sales of metals production, casting equipment to market that imported $32 million in 1966

The U.S. Trade Center in Stockholm will be the scene of the first American metals engineering equipment and processing show in the Nordic area, to be held Dec. 6-10.

The event, "Metallurgy '69," will help U.S. firms increase their share of Scandinavia's large import market for metals processing techniques and equipment.

Targets of the show are Scandinavian metallurgists and production managers who influence decisions to purchase systems, machinery, and equipment aimed at revitalizing metals production facilities.

Included in the show will be metals and alloys and metals production and casting equipment. Industrial process heating and cooling equipment; testing, inspection, and control devices; cleaning and finishing equipment; and materials handling systems will also be featured.

Market studies report that prospects are excellent for all equipment and processes designed to modernize metals production facilities. High wages throughout Scandinavia have increased the demand for advanced products that will reduce labor costs, and American manufacturers have an excellent reputation for providing the latest technological equipment.

Scandinavian metals engineering industries imported $32 million in advanced machines, processes and materials from U.S. manufacturers in 1966, with American firms supplying 72% of all imported nonelectric furnaces and 69% of induction heaters.

Export opportunities are reported especially promising for foundry equipment, atmosphere generators, induction heaters, sinter products, nonelectric smelting furnaces, and electric furnaces. Sales prospects are also high for special metals and alloys; testing, inspection and control devices; cleaning and finishing equipment; carbon and graphite electrodes; and advanced materials handling systems.

American firms exhibiting at the Stockholm show will benefit from a market development campaign already under way to attract buyers and agents of the major firms producing and using iron and steel, non-ferrous metals, and machinery and equipment for manufacturing automotive, electrical, marine, aerospace, tool, and engineering components.

Participation in other Commerce shows has brought increasing export sales to American producers of metals engineering equipment.

Twenty-one exhibitors in an industrial process and heating show held at the U.S. Trade Center in Milan in June 1967, sold $336,000 worth of equipment at the show and estimated sales within a year, at $1.14 million. Two firms seeking agents signed long-term representatives.

A show on metal finishing equipment, also in Milan in May 1966, drew $840,000 in sales for the 25 exhibitors over a one-year period and netted 10 new agents for the nine firms seeking overseas representation.

U.S. firms interested in taking part in the Stockholm show may obtain information from the Bureau of International Commerce (code 946) U.S. Department of Commerce, Washington, D.C. 20230 (phone: area code 202-967-4975) or from any of the Department's 42 Field Offices throughout the country.

Avionics boom in Britain holds sales promise for U.S. firms exhibiting at London show

December Trade Center display will cater to needs of high U.K. demand for aircraft navigational equipment, ground traffic control facilities

A market estimated at more than $100 million for aviation communications equipment awaits U.S. manufacturers exporting to Great Britain this year.

To help American firms capture their share of this large and growing market, the U.S. Department of Commerce will sponsor a special avionics exhibition at the U.S. Trade Center in London, Dec. 4-12.

The British avionics industry is second only to that of the United States in its size and technological progress. Studies conducted for the Commerce Department show a great demand for all types of aviation equipment, including communications and navigational apparatus and instrumentation for use on-board aircraft, by ground traffic control centers, and at airport terminal facilities.

Three recent developments are priming the growth of the British market for avionics equipment: a fast-paced rise of passenger traffic, already straining the present capabilities of airlines and airfields; defense research and development cutbacks forcing the purchase of military and aerospace equipment abroad; and a growing demand for light aircraft.

The increasing use of the airways makes on-board avionics equipment a must and points to a rapid expansion of the yearly $14 million market for ground equipment.

Needed are UHF and VHF communication equipment, VOR and DME navigational equipment, aircraft radar apparatus, airborne computer and data systems, digital encoders and altitude reference systems, collision avoidance and guidance systems, and aircraft audio systems.

Excellent export opportunities are also reported for airfield and air terminal communications, computer, and radar systems; nuclear electric or solar cell power supplies; advanced telemetry equipment; sensors and transducers; and airport safety equipment.

An intensive market development campaign will be conducted throughout the United Kingdom to attract buyers, agents, airfield and airline operators, and government officials from a cross-section of the British commercial aviation industry to the London show.

Participation by U.S. firms in previous Commerce-sponsored shows has proved highly successful. An executive aircraft and accessories exhibit at the London Trade Center in June 1966 netted $1.4 million in one-year sales for the 33 participants, and five companies signed 13 long-term representatives.

U.S. firms interested in taking part in the London show may obtain more information from the U.S. Department of Commerce (BIC-942), Washington, D.C. 20230 (phone: area code 202-967-3838), or from any Commerce Field Office.

New mobile exhibits a success in Thailand

The first mobile U.S. equipment exhibit sent to the growing northeast provinces of Thailand by the U.S. Trade Center in Bangkok has proved so successful a second provincial tour is being sent out Aug. 19 to 31.

Showing for two and a half days each in Korat, Khonkaen and Udorn, the mobile exhibit demonstrated products from 15 American manufacturers. Included were automotive repair equipment, power generators, welding machines, hand and power tools, commercial and industrial supplies, office machines and equipment, and an industrial water filtering system.

Off-the-floor sales of more than $20,000 and estimated sales during the coming year as a result of the tour of nearly $500,000 were reported by the exhibitors. By Thai standards these reurns were considered excellent.

As a pilot project the tour was held successful on every count. With the cooperation of the American Consul in Udorn and U.S. Information Service field offices in Korat, Khonkaen, Udorn and Nongkhai, the key leaders in each community were invited to visit the exhibits.

The second tour will be routed to Thailand's northern provinces where exhibits will be held in Nakorn Sawan, Pitsanuloke, Lampang and Chiang Mai. This tour, like the first, will be made up of local agents for U.S. firms.

Exhibitors, who before the first tour expressed skepticism over potential interest in the more sophisticated equipment, were pleased to find the sales and interest far exceeded expectations. Electronic calculators found a ready market.

U.S. Trade Center officials, in their efforts to expand markets for American products, view these mobile exhibits as one of the most promising methods of "bringing the products to the people."

Participating exhibitors are required to furnish a qualified salesman and a product demonstrator to accompany the entire tour. The Trade Center is represented by a senior Commercial Officer. Four American manufacturer's representatives went along on the first tour, and 18 were sent by the participating Bangkok importer/distributors.

In each of the cities visited, the exhibit was staged in the municipal auditorium. A big tractor-trailer truck, furnished by the U.S. military authorities in Thailand, transported the exhibits and the power generator.

THAI DISTRIBUTOR for Friden calculators shows a selection of Friden machines to potential up-country buyers (above) during sales tour of Northeast Thailand sponsored by Bangkok Trade Center.

SOPHISTICATED BUSINESS MACHINES, such as Friden's Flexowriter (above) and Burroughs' check protector (below), drew attention from buyers and government officials at stops in three cities.

World's water needs spark demand for U.S. desalting, purification equipment, products, techniques

PURAQUA, first major U.S. exhibition of water technology, set for February in Rome with concurrent scientific congress

Buyers from Europe, North Africa and the Near East are expected in Rome, Italy, early next spring for "PURAQUA"—the first major exhibition of American equipment, engineering services and materials for desalting and purifying water ever staged under the overseas commercial exhibitions program of the U.S. Department of Commerce.

The exhibition, which is set for Feb. 17-22, 1969, at Rome's Palace of Congresses, is aimed at the growing need for water processing in the three areas. In addition to water desalting and purification equipment, products and techniques related to water waste treatment and ground water supplies also will be featured.

Cooperative effort

The event will be staged by the Department's Bureau of International Commerce in cooperation with the Office of Saline Water and the Federal Water Pollution Control Administration of the U.S. Department of the Interior; the Atomic Energy Commission; the Export-Import Bank; and the U.S. Department of State. The exhibition will be devoted exclusively to U.S. products and services in the field of water treatment.

A congress with sessions on practically all aspects of water desalination, purification, waste treatment, reuse systems, and pollution control will highlight the Rome show.

Reports by U.S. Foreign Service Posts in Europe and the Mediterranean area on promising markets for U.S. water desalination and purification equipment show the following:

Italy—Highly industrialized northern urban areas offer excellent market potential for purification, waste treatment and desalination equipment. Southern Italy, particularly the rapidly industrializing Bari-Brindisi-Taranto region, is an important potential market for desalination equipment. During the period ending 1970, the Italian government will spend $3.2 million for water desalination projects throughout Italy.

Spain—Capital investment this year in all types of waterworks set at roughly $135 million to build dams, canals and other water distribution systems and to buy ancillary equipment. Two major desalination plants planned.

West Germany—Public investments for waste water treatment estimated at $250 million annually. As of October 1967, 342 new municipal waste water treatment and construction projects amounting to $13 million received government approval.

Scandinavia—Good market potential for water purification and industrial waste equipment. Little interest in desalination equipment.

France—Potentially large market for water purification equipment. Estimated that $240 million will be invested for water treatment and purification plants in period 1966-1970.

Belgium—Considering legislation to provide for spending estimated $300 million over next 15 years for new water purification and sewage treatment plants in urban areas.

Austria—Plans to spend some $1.5 billion for water supply treatment. About half would be spent within period 1968-1977.

Portugal—Promising potential for industrial water purification and demineralization equipment. Hospitals, public institutions, hotels, restaurants, other tourist facilities are among prospects.

Kuwait—Already a world leader in use of desalination equipment, plans additional desalination plants to provide 42 million Imperial gallons of water daily by 1973.

Saudi Arabia—Among projects underway is five-million-gallons per day, 50 mw. desalting and electric powerplant near Jidda being built with assistance of U.S. Interior Department's Office of Saline Water. Between $15 million and $20 million in desalting equipment and contract services may be needed over the period of the next two years.

Turkey—Expected to be in market for chlorinization equipment, special instrumentation and controls, pumps, regulators, and valves for use in three large municipal projects being built in Istanbul, Ankara and Izmir.

Other markets indicating a strong interest in water treatment equipment include Libya, Iran, the United Kingdom, Israel, Greece, Tunisia and the Netherlands.

A broad market development campaign is underway in Europe, North Africa and the Near East to attract buyers, agents, distributors and manufacturing licensees to the Rome exhibition. U.S. firms interested in taking part in the exhibition may obtain more information from the Bureau of International Commerce (code 944), U.S. Department of Commerce, Washington, D.C. 20230 (phone: area code 202-967-3944), or from any of the Department's 42 Field Offices.

Technical conferences set for Cologne PHOTOKINA

Industrial photographers, photographic technicians and scientists from all parts of the world can combine their visit to the 1968 PHOTOKINA in Cologne, West Germany with participation in special events designed to appeal to them. The Second International Congress of Photography and Cinematography in Industry and Technology will take place during PHOTOKINA from Oct. 2 to 4.

The program of the Congress deals with fundamental principals of photography as applied in technical or scientific fields, in the following five groups: motion picture films in industry and technology, practical principles of photography, photomicrography, photography with extreme speeds, and streamlining of photographic techniques.

At the 1968 PHOTOKINA, known as the World Fair of Photography, leading manufacturers of photographic equipment and supplies from all over the world will show their latest equipment and materials in the field of photography and cinematography. The fair runs from Sept. 28-Oct. 6, and about 550 exhibitors from more than 20 countries have applied for exhibition space.

Attendance is expected to exceed 200,000, with about 30,000 of these being trade visitors from outside West Germany. Most of the major U.S. manufacturers will exhibit.

Italian industry growth builds market for U.S. process controls

November exhibition at Milan Trade Center will give U.S. firms a chance to fill needs springing from expansion, modernization

As Italian industry undergoes rapid expansion and modernization, demand for process control equipment is growing with it.

American manufacturers of industrial process controls and computers are offered an opportunity for special promotion of their equipment in this vibrant market through an exhibition at the U.S. Trade Center in Milan, Nov. 20-26.

Sales prospects, as measured in market studies by the Commerce Department, include an expected doubling of demand for this equipment by 1970. Italian purchases reached an estimated $63 million for 1967, including about $38 million in electric or electronic equipment and the balance among pneumatic types.

Reports show that, despite increased Italian production of this equipment, the market for American suppliers is excellent because U.S. equipment in the process control field in general—and electronic process control equipment and instrumentation in particular—is considered ahead of European standards.

The range of industrial equipment to be featured in the show includes controls, computers, sensors, actuators, transducers, measuring devices, and recorders.

Several supply findings point to a largely untapped market for control equipment despite Italy's status as a highly industrialized nation. Even at the rising rates recently, Italian industry's purchases of process control equipment and systems remain far behind purchase volumes of Germany, the United Kingdom, and France.

Within Italian industry, according to trade sources, only 300 to 400 process control systems are installed at present, and only about thirty of these are computerized. Industry sources further estimate that only 10% of those manufacturing plants which could effectively utilize computers for process control purposes now have them.

Against this background of current process control usage, a combination of factors—a trend toward automation, heavy investment plans in many key industries, and growing realization of sharp international competition—indicate strong demand for industrial process control systems among Italian producers. Industries planning expansion include electric power, chemical and petrochemical, and metal processing.

The industrial process controls & computers exhibition at the U.S. Trade Center promises an added dimension of market exposure for exhibiting companies since it will be held in conjunction with the Italian biennial exhibition of automation and instrumentation equipment—BIAS, based on the initials of its Italian name—at the adjacent Milan Fair Grounds. The only specialized Italian fair in this field, the latter show traditionally draws a large international audience.

Martin Stahl, Milan Trade Center Director, has arranged joint promotion programs with the BIAS organization to assure Trade Center exhibitors substantial attendance by qualified buyers and potential agents for their products.

Rising foreign interest in industrial process controls was reflected in an April 1968 exhibition in the same category at the U.S. Trade Center in Stockholm. Thirty-two U.S. exhibitors estimated they would sell $1.2 million worth of equipment within a year, based on contacts made during the show.

American manufacturers interested in further details on the November exhibition in Milan may contact the U.S. Department of Commerce (BIC-934), Washington, D.C. 20230 (telephone: area code 202-967-3945), or any of the 42 Commerce Field Offices.

Air conditioning manufacturers go after growing German market

Surveys show U.S. holds good share of climate control market; Trade Center show will help American makers maintain sales

U.S. manufacturers of air temperature control equipment can look to West Germany as a growing market for their products.

A climate control equipment exhibition at the U.S. Trade Center in Frankfurt, Nov. 4-8, offers a timely opportunity for concerted sales efforts in the German market.

A market survey conducted for the Commerce Department shows growing acceptance of the air conditioning concept in a variety of areas—commercial, industrial, offices, schools—plus the start of a market in home installations. The strongest demand now is for installations in retail establishments, such as department stores and supermarkets.

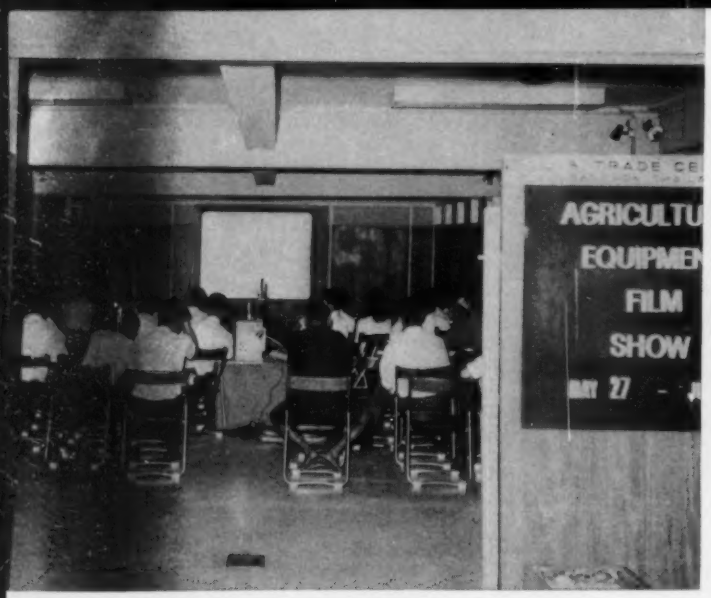
The Germans are particularly interested in climate control systems for more comfortable year-round living and working conditions. Products to be featured in the November exhibition include air conditioners, combination air conditioning-heating units (except primary heating units), components and controls, electrostatic filters, humidifiers and dehumidifiers, and accessories.

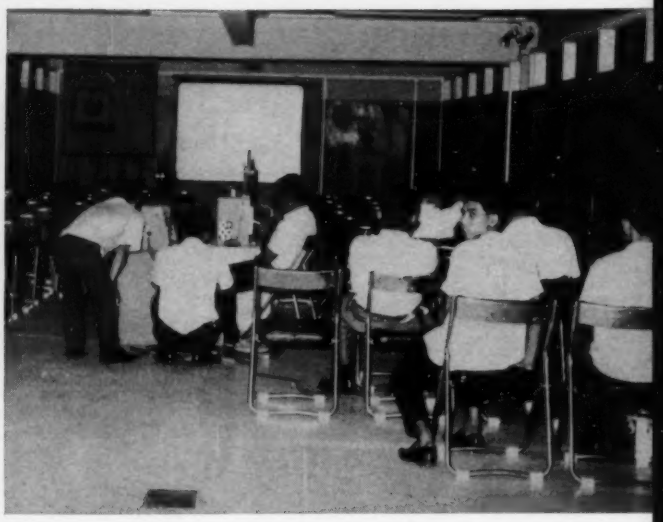
A market development program conducted by the Trade Center will promote interest in climate control equipment not only among dealers and installers but also among building contractors and architects.

The market study reports that "American air conditioning products hold a good position and enjoy a considerable market share already, and they are expected to keep or increase this share in an expanding market if they meet or adapt to European needs."

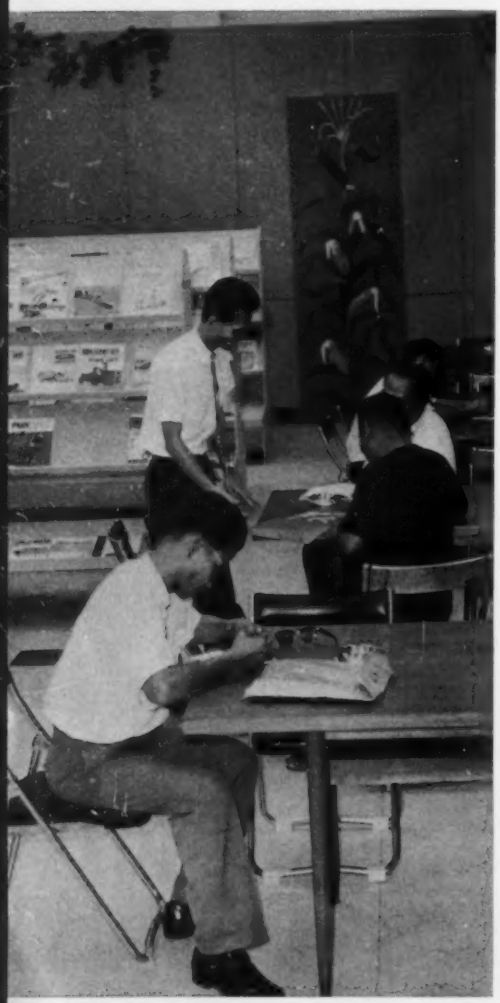
The U.S. share of Germany's air conditioner imports is well over 20 percent, or approximately $5 million per year. The total market for this equipment in Germany this year is expected to reach $70 million, a 10 percent increase over last year's volume.

American companies interested in participating in the Frankfurt exhibition in November may obtain further information from the U.S. Department of Commerce (BIC-938), Washington, D.C. 20230 (telephone: area code 202-967-4162), or any of the Department's 42 Field Offices.





INDUSTRIAL FILM SHOWINGS highlighted two recent promotions at the U.S. Center in Bangkok. Agricultural equipment (above left) and air conditioner films (above right) drew many local buyers. Catalogs of U.S. agricultural equipment (below) included complete listings of products of nearly 500 firms.



New trade development ideas draw visitors to film, catalog showings at Bangkok Center

Local agents for four air conditioning makers predict $111,000 in sales on $400 investment; buyers view agricultural product lists of 485 firms

A library of nearly 500 catalogs from U.S. companies, industrial films provided by American firms, and local agents for U.S. manufacturers joined forces during May and June to record outstanding successes for two showings under the trade development program of the U.S. Trade Center in Bangkok.

Both presentations were the direct result of the recently inaugurated industrial film program at the Trade Center. Under this program, motion pictures furnished by American manufacturers interested in expanding their overseas sales, and selected by the Department of Commerce to represent a wide cross section of U.S. industry, have been scheduled for a continuing series of weekly showings at the Trade Center.

In planning the airconditioning series, Trade Center officials found there were active local agents for all four of the American manufacturers which provided motion pictures. The result: a meeting was called with the distributors for Amana, Kelvinator, Whirlpool and York. The agents willingly agreed to build a special promotion around the film showings, and the group sponsored show, held June 12-18, was launched.

The four Thai sales representatives, with a total investment of only $400, sold $21,000 worth of airconditioners off the floor and projected an additional $90,000 for the coming year.

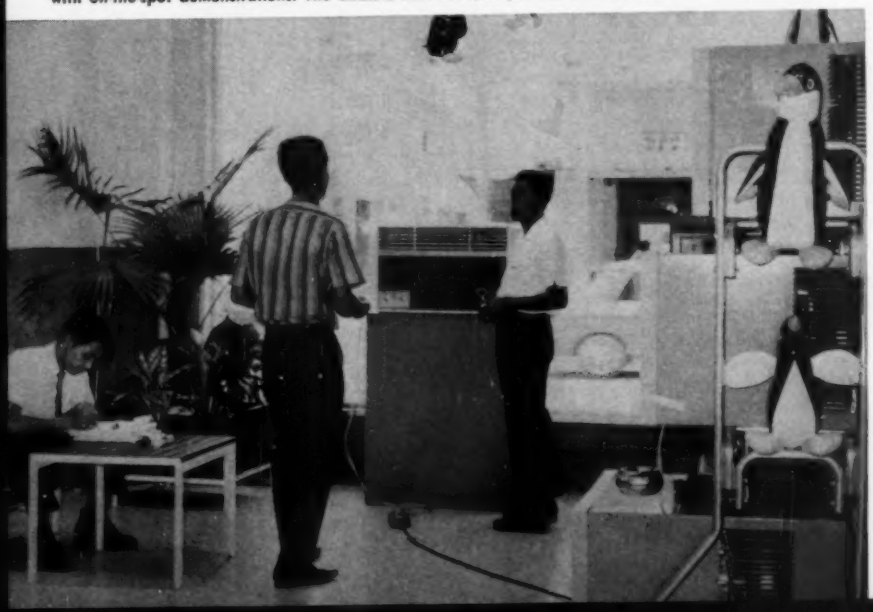
Each Thai firm contributed $100 to a joint advertising fund. Next, from their newly received 1968 lines, they selected representative models ranging from 6,500 to 25,000 BTU for display. The Trade Center made its ground floor exhibit area available without charge (any American manufacturer or his representative may utilize Trade Center facilities on a first-come, first-served basis to promote the sale of American goods).

Traffic was brisk, and in a short time the salesmen on the floor were writing a steady volume of orders. More than 600 visitors came to the four-day show and to see the films. The participating firms estimated that about 300 visitors were seriously interested in purchasing room airconditioners and expressed confidence that in follow-up sales, many units will be sold within the next 12 months.

Reports show that over $6,000,000 of American-made airconditioners were imported by Thailand in 1966 and 1967. American airconditioners are extremely

SERIOUS BUSINESS INQUIRIES for additional information from U.S. manufacturers resulted from the two-week display of company catalogs, (above) which will remain in Bangkok U.S. Commercial Library.

PENGUINS SET THE MOOD as four local agents for U.S. air conditioning firms supplemented films with on-the-spot demonstrations. The dealers look for $111,000 in sales to result from the exhibition.



competitive and have an excellent reputation in the Thai market. U.S. brands now have 90% of the market, and with promotions like this U.S. manufacturers should be successful in holding that share as sales shoot up in the years ahead.

Even visitors who are experts in American agricultural equipment were impressed with the variety of products represented at the agricultural equipment catalog and film show held May 27-June 7.

A total of 485 manufacturers supplied their catalogs and films for this new type of trade promotion effort, and approximately 700 local businessmen, government officials, agricultural educators and farmers came to see what the United States has to offer.

For the American companies—few of whom are already represented in Bangkok—this show was a chance to find out whether their products are saleable in the Thai market, and to interest potential agents and customers at almost no cost to themselves.

This market testing was successful. Approximately 470 requests for catalogs and additional information have already been forwarded to the American manufacturers by the Trade Center.

Well over half these inquiries came from businessmen—potential agents—and most of the rest were from government officials responsible for guiding Thailand's agricultural development. Many visitors preferred to write directly to the U.S. suppliers, so the total number of trade leads developed is expected to reach even higher.

The main exhibit area on the ground floor of the Trade Center became an attractive reference library for the duration of the show. Seventeen specially constructed racks provided a colorful "thousand-foot shelf" on which all catalogs were easily accessible. Library tables and chairs were arranged to provide a comfortable area for visitors to study the catalogs and price lists.

A motion picture theater, set up next to the library, featured films on agricultural equipment. The Trade Center prepared Thai language translations of the English soundtracks for the benefit of visitors who were not completely familiar with English. These films have also been loaned to agricultural schools and to distributors of American equipment.

A librarian and a commercial specialist were on duty at all times during the show. Their job was not only to help visitors find catalogs in their fields of interest, but also to help potential agents and customers contact American manufacturers.

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CURRENT BUSINESS DEVELOPMENTS IN BRIEF: The Commission of the European Communities approved the proposed merger of the **German** steel companies August Thyssen-Huette A.G. (ATH) and Huettenwerk Oberhausen A.G. (HOAG). Crude steel production of ATH, already the largest privately-owned European steel producer, in the last business year totaled 8.3 million tons, that of HOAG amounted to almost 2 million tons; the combined output of some 10.3 million tons accounted for 28 percent of the total German crude steel production. . . . Through May, **Spain's** 1968 imports fell nearly 3% from 1967 levels, to $1,460 million. The U.S. share of this total rose close to 7% to $267 million, accounting for 18.3% of the market. In the same period, Spain's exports rose nearly 15% to $642 million; the share taken by the United States rose 47% to $106 million, accounting for 16.5% of total exports. . . . In the first five months of this year, about 5 million foreigners visited **Spain,** an 8.3% increase over 1967.

Brazil means competition

Rich market is attracting many new suppliers; U.S. share is declining

By JOHN J. MULLIN

Commercial Officer, U.S. Embassy, Rio de Janeiro

Brazilian imports are booming, reaching a record level last year and registering further increases during first quarter 1968. This dynamic performance is based on an increasingly stable and expanding economy, where real progress has been made in controlling inflation, stimulating investment and restoring business confidence.

Increasing production and sales, anticipation of a 1968 crop equaling last year's good harvest, and expanding exports all signal further foreign trade advances. The government looks to fiscal, tax and credit investment incentives, coupled with maintenance of a climate favorable to the private sector, both domestic and foreign, to ensure a continued high rate of balanced development.

The growing opportunities of the market, coupled with Brazil's improved credit-worthiness, are attracting new suppliers and increasing the aggressiveness of sales efforts, especially through the offer of more attractive credit terms. Sharper competition has already cut into U.S. sales.

Exporters must take a new and closer look at Brazil. Even if unforeseen future economic developments should somewhat dampen the current import optimism, Brazil has become a market too large and too important not to demand serious attention.

Imports rose to $1.67 billion last year, 41% higher than the low level of 1964/65, and figures for the first quarter of 1968 are a solid 15% above those of a year ago. Extensive public and private investment plans will generate larger volumes of capital imports notwithstanding Brazil's evergrowing self-sufficiency in many industrial lines as well as in consumer goods. Capital goods imports last year were valued at $427 million—25% above the previous year's level, and currently account for 28% of total imports, compared with 22% and 25% in 1965 and 1966.

The rate of imports will also continue to benefit from the sweeping import liberalization program implemented last year by the Brazilian government, one purpose of which is to lower the costs and increase the productivity of Brazilian manufacturers. It is estimated that by 1970 imports will reach $2 billion, capital goods accounting for about one-third.

AID-financed projects provide export leads

Some major AID-financed projects which will be under construction and procuring equipment from U.S. suppliers over the coming 12 to 18 months, and the amounts available for disbursement, include:

Mineral and water resources survey, $8.4 million.

Highway construction, $81.9 million.

Electric power generation and distribution, $102.5 million.

Water and sewage works, $5 million.

Agricultural fertilizer production and importation, $35.2 million.

The Brazilian government's current three-year investment plan makes clear the general trend the government is attempting to maintain in the country's public and private sector development. Priority will be given to stimulating agriculture, the development of capital goods industries and modernizing such traditional and established consumers goods industries as textiles, clothing, footwear, foodstuffs and beverages.

Strategic goals include raising agricultural productivity, elimination of deficiencies in road, maritime and river transportation and port installations, expansion of petroleum and electric power output and increasing communications capabilities.

Of more immediate interest to U.S. exporters, and more specific in detail, the Brazilian government's economic planning officials foresee as general goals for the current year:

► Financing of more than 200,000 new homes, representing an investment of well over $450 million, compared with 167,000 units financed in 1967. The channeling of social security pension funds into the Housing Bank, as well as the availability of 10 to 12 year mortgage funds as a result of increased attractiveness of such investments, put more than $250 million into the housing sector last year. The flow of resources to the Housing Bank is expected to double in 1968. The construction materials industry has been greatly stimulated by these developments.

► Construction or improvement of more than 2600 kilometers of highways and secondary roads.

► An increase of 1.4 million kw. in electric energy capacity, with construction

of 5000 kilometers of transmission lines.

► More than $93 million to be invested in modernization and expansion of railroad service.

► Commencement of major $598 million investment program designed ultimately to expand steel production by an additional 1.9 million tons.

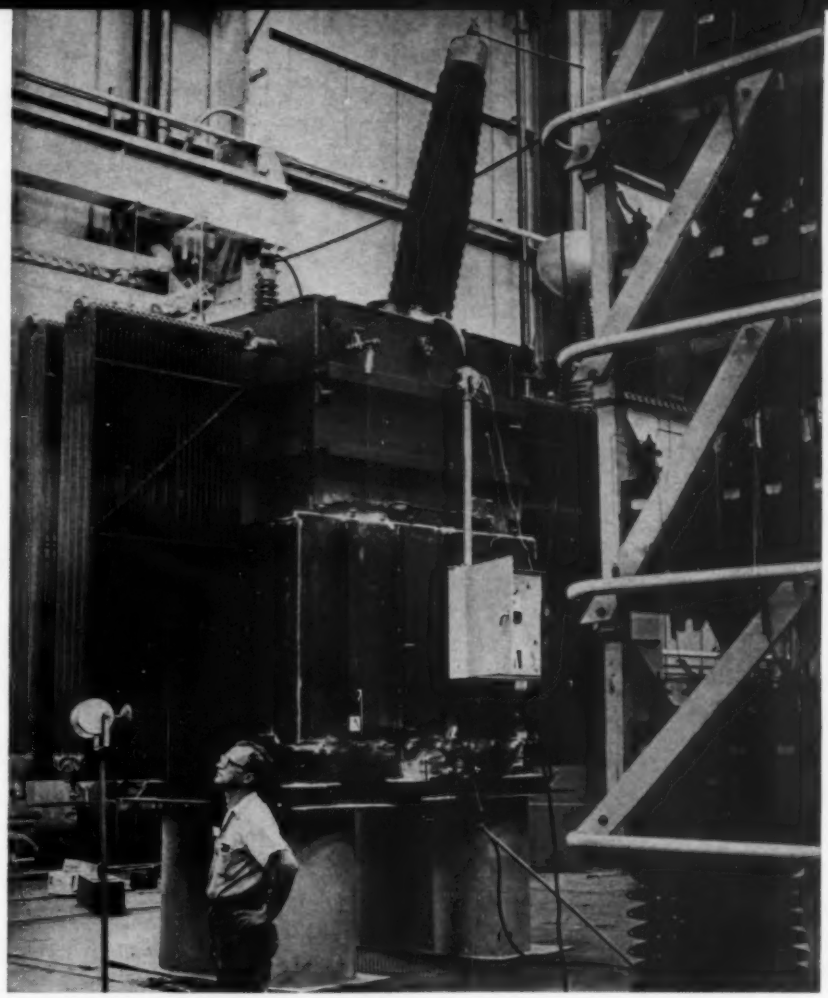
In total, the equivalent of over $900 million is expected to be applied in the federal government sector alone for development. A considerable contribution to these plans will be made by various lending agencies outside Brazil.

External sources of financing include a World Bank credit of $104 million for electric energy, highway construction and warehousing and silo projects. A $22 million loan obtained from the Bank last January will aid in the construction of a $50 million aluminum plant. Negotiations with the Eximbank have resulted in authorization of $35 million for steel mill expansion, $16 million for purchase of passenger aircraft, $3 million for communications equipment and $2 million for expansion of iron ore operations.

The Inter-American Development Bank is involved in such financing as $31.4 million for federal highways, $26 million for hydroelectric power distribution systems, $20 million for an iron ore pelletization plant and $35 million for projects to increase municipal water supplies.

Increasing disbursements

A useful index of the increasing tempo of economic activity is to be found in the data on actual disbursements related to investments financed by specific institutions —and here the picture is one of a sharp upward trend commencing in 1967 and continuing in 1968. Thus the disbursements by such representative development-oriented entities as the Housing Bank, the Bank of the Northeast and the international lending institutions showed a roughly threefold increase in 1967 over 1966, and are expected to almost double again in 1968.



EXTRA HIGH VOLTAGE SHUNT REACTOR, by Allis-Chalmers, is part of $2 million order for electrical equipment to be installed in an AID-financed power generation and distribution project in Brazil.

Projected 1968 disbursements by international agencies will go into such major sectors as power ($102 million), transportation, mainly highway construction ($23.8 million), general industry ($14 million), agriculture ($13 million), water and sewage ($11.3 million), iron and steel ($9.7 million) and housing ($5.9 million).

The Brazilian economy can be expected to react vigorously to the impact provided by the release of these funds, and to the additional investment which they will in turn stimulate in related sectors of the economy. Such projects translate into immediate demand for material and equipment as well as forming the basis for additional future demand, presenting timely opportunities for the alert businessman.

Another excellent indicator of Brazil's current industrial growth is the record number and value of new private investments approved by the Ministry of Industry under the Federal Government's development incentive program. These increased from 62 projects valued at $182 million in 1965 and 172 projects involving $356.5 million in 1966 to 271 projects totaling $493 million last year.

Last year's Ministry approvals show investment interest and activity in the areas of heavy and precision machinery, motor vehicles, agricultural equipment, chemicals, petrochemicals, fertilizer, pharmaceuticals, food products, hides and leather products, paper, graphic arts, textiles, electrical and electronic machinery and equipment, construction materials, and steel and non-ferrous metals.

The first-quarter figures lead the Ministry to forecast that 1968 will show a continuing increase in both number of projects and total value of investment, with textiles leading in number of projects and

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machinery and chemical sectors ahead in total value of investment.

In accordance with the government's drive for expansion, modernization and improved productivity, approximately 90% of the approved investments are for enlarging or reequipping existing plants and about 10% for new plants. Both represent opportunities for the U.S. exporter. Especially in the textile, food, paper and metallurgic industries, investment activity has increased markedly as a result of the government's incentive programs. The textile and paper industries in particular are taking advantage of tariff and tax exemptions to import badly needed replacements for obsolete equipment.

Not falling under the jurisdiction of the Ministry of Industry and Commerce, and therefore not included in these investment figures, are the major sectors of mining, electric energy, housing, transportation and communications, which data shows are also participating in the rising tempo of development.

The government's special investment incentive program to stimulate economic development in Brazil's vast Northeast, initiated in 1960, has already resulted in approval, through 1967, of 520 industrial projects, valued at over $500 million and involving some 496 companies.

The AID-administered Investment Guaranty Program approved guarantees for $73.3 million of U.S. capital investment in Brazil last year, and estimates are that approvals for 1968 will reach the level of $120 to $150 million.

The United States continues to be Brazil's leading supplier, with a market share consistently over one-third, but in recent years U.S. exporters have been faced with increasingly severe price and credit competition from Western and Eastern European and Japanese producers. The growing economy and increasing credit-worthiness of Brazil has attracted more aggressive sales efforts and offers of more lenient credit terms from other suppliers, cutting our share-of-the-market from a high of 39.4% in 1966 to 34.3% last year. (Even in absolute terms, the U.S. exports to Brazil fell from $590 million in 1966 to $572 million last year.)

The importance of terms cannot be overemphasized, especially when current interest rates in Brazil are at least 2% per month for the best clients. In accordance with a Central Bank measure effective last January, importers can wait to close the exchange until the maturity date of time drafts if this method of payment has been arranged.

In the case of a letter of credit, however, the cruzeiro cost must be presented at the time the instrument is opened. With the usual time delay between order and delivery, the financing charges can raise the importer's costs by 4% to 10%. Those U.S. exporters who insist on requiring payment by letter of credit are putting themselves at a competitive disadvantage vis-à-vis other suppliers who increasingly do not insist on this particular method of payment.

It is clear that the U.S. exporter must make every effort to match the flexibility in terms being offered by other suppliers if the unsatisfactory trend in our share of this hotly contested market is to be arrested and, hopefully, reversed.

Credit competition for industrial and transportation machinery and equipment is especially severe. Because of the expensive nature of much of this equipment, terms and financing usually play a crucial role in sales efforts. Maturity times are frequently the most important competitive factor.

HIGH-RISING SKYSCRAPERS OF BELO HORIZONTE, capital of prosperous Brazilian state of Minas Gerais, reflect the rapid growth of the region. A business and banking center, Belo Horizonte is becoming a magnet for new industrial investment and is Brazil's third largest city.

Sao Paulo machinery exhibition

To help U.S. industry develop and expand sales in Brazil, the Bureau of International Commerce is mounting the U.S. Industrial Machinery Exhibition in Sao Paulo from October 15 to 25 this year. In preparation for this event, in-depth market surveys were conducted on-the-spot in Brazil to identify those product categories which have the greatest potential here. Some of the findings are listed below.

Textile machinery—The textile industry is one of the Brazilian government's

priorities for development. Machinery and equipment in 3200 textile plants averages 43.5 years of age. Of 135,000 looms installed, only 30,000 were automatic or semi-automatic.

The market for equipment has grown at an average annual rate of 34% for the three year period through mid-67. This market, valued at almost $25 million in 1966, was two-thirds supplied by imports, but the U.S. share had dropped to about 12% due to competition. (An example of a sales finance plan offered by a West German supplier: 10% on order, 20% on delivery, two years grace period, balance paid in semi-annual installments during the following three years with 8% interest on unpaid balance.)

Based on the survey, some of the U.S. products having the best sales potential were: combing machines, roving frames, cone and cheese winding machines, warp-tying machines, needle and shuttleless looms, synthetic fiber extruding machines, high-speed and special stitch industrial sewing machines, non-woven fabric forming machines and textile coating and printing machines.

Packaging and food processing equipment—The market promises good long-range growth prospects for American exporters, the overall packaging equipment needs growing at between 5% and 15% per annum. Very aggressive competition from other suppliers has cut U.S. share from over 40% in 1965 to below 30% in 1966. West Germany and Switzerland in particular are expanding sales, emphasizing quality and liberal financing.

The survey indicated the following equipment as having especially good sales potential: tablet packaging, gelatin capsule manufacturing and packaging, high speed candy wrapping and packaging, stamping and gumming machines, automatic vacuum packing equipment and cellulose banding machines.

Chemical and petrochemical equipment—The market is growing at an annual rate of 10% to 30%. A conservative estimate is that the annual market will grow to $160 million by 1969, but could well surpass this if expansion plans become a reality. Imports will supply about 35% of this total. At present there are some 40 proposed projects in this field.

Process gas compressors (a market of over $2 million in 1967, and growing at a rate of 100% per year since 1965), alloy steel fittings, multi-bank cocks and taps, combustion controls, pressure switches, recorders, thermo-regulators, X-ray equipment (estimated annual growth by value is 80%) and ph and chlorine detectors are just some of the items which

U.S. market share decreases in Brazil

The preliminary figures for the first quarter of 1968 show a decline of the U.S. share of the Brazilian market compared to the same period last year. A study of the product sectors and the competitive factors responsible for the U.S. loss of its market share in 1967, based on an analysis of import data and interviews with importers and end users in Brazil reveals instructive information, such as the following examples, which should be of interest to U.S. exporters.

Product	% decrease 1966 to 1967	Competitive factors
Synthetic fibers	39	Japan's prices 10%-20% lower than U.S.
Phosphoric acids	93	E. and W. Germany increased share with lower prices, shipping in light plastic containers to save freight costs. U.S. uses heavy metal drums.
Potassium chloride	56	With producers' prices very close, terms important. Israel offering 180 days; U.S. seldom grants even 120 days.
Generators	30	W. Germany's share rose from 4% to 23% on basis attractive prices, flexible terms.
Graphite electrodes	60	Japanese prices 20% lower than U.S. and ship immediately. U.S. exporters delay shipping 2 months.
Diesels		Sweden, W. Germany grants credit
Maritime	64	with 2 year grace period; major U.S.
Stationary	45	supplier insists on letter of credit.
Air compressors	44	U.S. prices higher, firms not interested in smaller orders. U.S. delivery times also unsatisfactory.
Files (handtool)	89	U.S. product 40% above Portuguese prices.

TWO OFFICIALS FROM THE BRAZILIAN STATE OF BAHIA, representing the "Bahia-Pennsylvania Partners of the Alliance" meet with Philadelphia businessmen. From left, Henry Dempsey, Philadelphia Commerce Field Office; Ihor Shust, Philadelphia National Bank; Dr. Aylton Silveria, of Bahia; Stanley Pearson, Philadelphia Chamber of Commerce; Dr. Jayne Messeder, of Bahia; and India Braile, Avisun Corporation.

ROAD CONSTRUCTION IN RUGGED BRAZILIAN TERRAIN generates immediate demand for equipment and material, forms the basis for future demand, as the resource-rich interior becomes more accessible.

represent good potential for U.S. suppliers.

Machine tools—The market should grow between 15% and 30% annually. West Germany and the U.S. are strong competitors, but a majority of businessmen interviewed stated that the U.S. has a better chance than any other supplier to meet the Brazilian demand for imported machine tools, providing sales campaigns were aggressive enough and liberal terms offered by other suppliers were matched.

In light of Brazil's increasing capability in manufacturing machine tools, the survey indicated that the greatest potential existed for the following imports, among others: vertical and large automatic lathes, automatic milling machines, vertical milling machines, large gear cutters, hydraulic tracer milling machines, heavy and high-pressure boring machines, rectifying and truing machines, screw-making cold stampers, high weight ratio mechanical presses and over 1600 tons hydraulic presses.

Construction and mining equipment—The U.S. share-of-the-market has been 70% to 80% and the market is growing at a 10% to 15% rate each year. The greatest market potential exists for 30 to 35 tons off-highway trucks, 20-yard and 30-yard scrapers, rotary motor scrapers, logging arch cranes, rippers, self-propelled trenchers, power cranes, 3 to 4 cubic yard shovels, over 65 hp. tracked tractors and tractor shovel loaders. Estimates of some 1968 import requirements are for 2700 wheel-mounted and 410 track-mounted tractors, 200 motor graders, 82 off-highway trucks, 42 motor scrapers and 18 self-propelled cranes.

Projected requirements are based on the current and planned investment in highways and hydroelectric facilities previously mentioned, as well as such factors as a $169 million expansion of the country's iron ore mining industry, aimed at raising capacity from 21 to 48.5 million tons by 1971.

Industrial and scientific instrumentation—Over the past four years the market has been growing at an annual rate of 17% in automatic pressure and temperature control instruments, and by over 50% for process control and registry instruments. Analysis shows that consumption growth will be dependent on imports for the immediate future.

Through mid-1967, U.S.-share of the instrument market has been as high as 47%. The interviews revealed that quality and price are the most important factors in decisions to purchase, and on high-precision equipment price is only of secondary importance. Financing, of course, does become an increasingly important factor in the purchase of higher-priced items.

Rich potential

Because of Brazil's inherent potential—a population of approximately 100 million projected for 1970, an area as large as the continental United States with a wealth of natural resources, and a productive base which is rapidly expanding both in size and sophistication of output—coupled with recent significant accomplishments in controlling inflation, rationalizing development of the economy and gaining business confidence, suppliers are viewing the Brazilian market as an area of increasing sales opportunity. Almost every usual commercial indicator reflects this growing interest.

The United States still holds a predominant place among Brazil's suppliers; there exists here an obvious preference for the quality, technological level and after-sales service associated with U.S. products. If the U.S. supplier is to take advantage of this situation, he must seriously reassess his approach to this market.

Local businessmen are emphatic in their insistence that U.S. exporters must awaken to the highly competitive conditions involved in selling to Brazil today. Unless this competition is met with equally aggressive sales campaigns and unless sufficiently flexible credit terms are offered, the market will be lost to other suppliers.

Indonesians open first telecommunications plant; ITT hopes to build second

Indonesia's first telecommunications plant, built by Siemens of Germany, was opened in Bandung on June 22.

Both Siemens and International Telephone & Telegraph (ITT) are working on proposals to build a Sumatran microwave link and subsidiary local telephone works in Sumatra. As part of their proposals ITT and Siemens are offering to build a second switching factory in Medan similar in size to the Bandung plant.

Other telephone, PABX, switchboard, and automatic central exchange equipment is now being imported by Standard Electronic Lorenz, a subsidiary of ITT, for installation in the East Indonesian islands under a contract SEL has to supply that area. There are no plans as yet to build a switching factory to provide telephone equipment for these areas of the country.

Italian decree aids purchasers of water desalting equipment

Machinery considered as separate investment for calculating loans

On March 23, an Italian Government ministerial decree increased the financing available on easy terms for the installation of water desalination equipment.

This equipment can now qualify for low-interest loans covering as much as 70% of the equipment's cost while certain related costs (buildings, rail and power connections) may be covered by a government grant of up to 20%. Where previously desalting equipment was counted with all other equipment of a given enterprise, now such equipment will be considered as a separate investment for the purpose of calculating loans, thus permitting a greater degree of assistance.

Large enterprises affected

The new regulations will mainly affect large enterprises, the first beneficiary being the chemical firm, Montecatini, which has already announced its intention to install a desalting unit at its Brindisi plant. The Italian Government's actions underline the country's growing concern with the water problem in southern Italy and Sicily as well as increased confidence in the desalination process as the best solution to the problem. Interest is manifested also in the Government's sponsorship of desalting technology and by its tax policy which waives energy and electricity taxes for power and fuel used in desalting plants.

As an outgrowth of this long-term interest the United States and Italy signed in Rome on June 24, a "Memorandum of Understanding for Scientific and Technical Cooperation on Water Resources," which provides for the exchange of scientists and information, as well as for joint research projects and seminars, and the promotion of any pertinent cooperative activity in this area. The memorandum's accent is on desalination, water pollution control, and most phases of water resource development.

U.S. interest in this area of development is reflected in the planned PURAQUA exhibition to be held in Rome, Italy, February 17-22, at the Palace of Congresses. Staged by the Department of Commerce in cooperation with other U.S. government agencies, the show will be devoted exclusively to U.S. products and services and will be combined with a congress on all aspects of water desalination, purification, waste treatment, re-use systems and pollution control.

Italy itself offers excellent market potential in these fields, particularly in northern urban areas and in the rapidly industrializing Bari-Brindisi-Taranto region of Southern Italy. By the end of 1970 the Italian Government will have spent $3.2 million for water desalination projects throughout the country.

Cameroon has credit for microwave system

The Export-Import Bank has authorized a $4.25 million credit to finance purchases of American equipment and services required to design and construct a microwave telecommunications link in Cameroon.

Connecting Yaounde, the capital, and Fort Foreau, in the north of the country on the Shari River opposite Fort Lamy, Chad, the system will be part of a $10 million telecommunications improvement program recently announced by the Government. The complete program includes a second microwave link to the seaports of Douala and Buea as well as installation of over 6,000 telephones and related switching facilities.

General Telephone and Electronics International and Tele-Projects, Inc., both of New York City, will construct the Yaounde-Fort Foreau link.

Germany extends quota on U.S. canned asparagus

The Federal Republic of Germany has extended its import quota for canned asparagus spears from the United States and other countries (see INTERNATIONAL COMMERCE of Apr. 22, p. 35).

Import licenses will be issued only to those applicants who have received licenses under the previous quota. Applications by each applicant should not exceed the total amount of licenses issued to him under the above quota. The licenses will be valid until Mar. 31, 1969.

Chad gets IDA loan for road maintenance

Improvement program calls for equipment, consultant services

Internal transport in the Republic of Chad will be greatly improved as a result of a road maintenance program for which the International Development Association (IDA) is lending $4.1 million. The relatively high cost of transport is putting a strain on Chad's whole economy so that improved roads, the chief means of transport, should yield immediate and significant benefits.

The five-year highway maintenance program, to be carried out by the Directorate of Public Works, includes the provision of equipment and spare parts, materials, extension and improvement of workshops, and the training of operators and mechanics. It will enable the Directorate to extend the scope of its maintenance operations from about 1,050 miles of the road system to about 2,300 miles by 1971.

The IDA credit also includes funds for consultants' services to undertake a feasibility study and the engineering of the 53-mile Djermaya-Djimtilo road and lakeside facilities, as well as the initiation of a system for collecting traffic data on main highways. The road provides a direct link between Lake Chad and Fort Lamy, the capital and main center of economic activity. Agricultural production in the Lake Chad area is now held back by lack of adequate transportation facilities. An all-weather road and improvement of related lakeside facilities would encourage an increase in fishing and agricultural production and expedite transfer to markets.

The IDA credit will cover the foreign exchange costs of the capital expenditures to be undertaken during the first three years of the five-year program and of the consultants' services.

Italy extends duty-free entry

The Italian Government has extended until December 31, 1980, the provision in the special statute for the island of Sardinia which permits the duty-free entry of machinery, equipment, building materials to be used in the production and processing of Sardinia's agricultural products and for its industrial development.

International meetings to be held in Japan through 1970 are listed

On-site commercial exhibits will augment some conferences; full details may be obtained from sponsoring organizations

International conferences with possible trade and technical significance that are scheduled to take place in Japan through 1970 are listed below.

The information was supplied by the U.S. Embassy in Tokyo from a schedule compiled by the Japan National Tourist Organization Convention Bureau, a semi-governmental agency.

On-the-spot commercial exhibits, which may serve as prime trade promotion tools, will augment many of the conferences. For further details, write the sponsoring organizations at the addresses given.

The presentation which follows contains, for each meeting, the name of the conference, expected attendance, number of participating countries, host city, and sponsoring organization. It supersedes the list published in the Sept. 25, 1967, issue of INTERNATIONAL COMMERCE.

1968

Sept. 4-18: Microwave Seminar Tokyo, 1968; 30-40; unknown; Tokyo; Minister's Secretariat, Ministry of Postal Services, 6-13 Azabu Iigura, Minato-ku, Tokyo.

Sept. 9-14: 7th International Conference on the Properties of Steam; unkn.; unkn.; Tokyo; Steam Power Generation Technics Society, Jingugaien Bldg., Kita-aoyama, Minato-ku, Tokyo.

Sept. 9-14: International Conference on Thermodynamics and Statistical Mechanics; 200; unkn.; Kyoto; Science Department, Tokyo University, 7-3 Hongo, Bunkyo-ku, Tokyo.

Sept. 9-14: Economic Structure and Economic Development in Asian Economics; 13; unkn.; Tokyo; Japan Economic Research Center, 1-3 Otemachi, Chiyoda-ku, Tokyo.

Sept. 25-28.: World Chinese Traders Convention; 300; 30; Tokyo; Chinese Chamber of Commerce, 7-5-11 Roppongi, Minato-ku, Tokyo.

Oct. 4-5: International Committee on Ductile Cast Iron; unkn.; unkn.; Kyoto; Kubota Iron & Steel Works, 2-22 Funada-cho, Naniwa-ku, Osaka.

Oct. 6-11: 35th International Congress of Foundry; 1,000; 22; Kyoto; Japan Foundrymen's Society. Toyokawa Bldg., 8-4 Ginza Higashi, Chuo-ku, Tokyo.

Oct. 6-12: 5th International Symposium on the Chemistry of Cement; 300; 40; Tokyo; Organizing Committee, 5th International Symposium on the Chemistry of Cement, c/o Japan Cement Society, Hattori Bldg., 1-1 Kyobashi, Chuo-ku, Tokyo.

Oct. 4-15: Regional Technical Conference, Society of Plastic Engineer, Japan Section; unkn.; U.S.; Kyoto; Lignite Co., Ltd., 1-48 Chifune-cho Higashi, Nishiyodogawa-ku, Osaka.

Oct. 21-Nov. 1: 8th Annual Meeting of Committee for International Cooperation in Information Retrieval Among Examining Patent Offices; 40; 20; Tokyo; Machinery Research Unit, Patent Office, 1 Sannen-cho, Chiyoda-ku, Tokyo.

Oct. 23-25: Overseas Economic Cooperation Campaign; unkn.; 11; Tokyo; Association for Overseas Technical Scholarship, 2-12-13 Honkomagome, Bunkyo-ku, Tokyo.

Oct. 28-31: 6th Cor-ten Conference; 30; unkn.; Tokyo; Technical Development Department, Fuji Iron & Steel Co., Ltd., 3-10 Marunouchi, Chiyoda-ku, Tokyo.

Oct. 28-Nov. 2: International Rice Commission; 60-70; unkn.; Tokyo; International Cooperation Section, Economic Bureau, Agricultural & Forestry Ministry, Kasumigaseki, Chiyoda-ku, Tokyo.

Oct. 31-Nov. 1: International Conference on Work-Factor Time Standards; 150; unkn.; Tokyo; Japan Management Association, Kyoritsu Bldg., 25-gochi Shiba Park, Minato-ku, Tokyo.

Nov. 12-15: 2nd EXPO Commissioners Meeting; unkn.; unkn.; Kyoto or Osaka; Japan Association for EXPO '70, Mido Bldg., 4-27-1 Honmachi, Higashi-ku, Osaka.

1969

Mar. 30-Apr. 6.: 29th International Conference of Comite Maritime International; 300; unkn.; Tokyo; Prof. Tanigawa's Office, Seikei University, 3-3 Kichijoji Kita, Musashino-shi, Tokyo.

May 13-16: 9th Japan Conference on Radioisotope; unkn.; unkn.; Tokyo; Japan Atomic Industrial Forum Corp., 13-1 Shimbashi 1-chome, Minato-ku, Tokyo.

May (unkn.): 10th Festival and Convention of Japanese Abroad and Nisei; 450; 17; Tokyo; Overseas Japanese Association, 2-2-8 Kudan Mianmi, Chiyoda-ku, Tokyo.

July 2-5: 52nd International Convention of Lions International; 12,000; 140; Tokyo; Japan Lions International's Multiple District 302, c/o Yushi Kogyo Kaikan, Edobashi Nihonbashi, Chuo-ku, Tokyo.

July 12-19: 1969 Annual Assembly of the International Institute of Welding; 500; 32; Kyoto; Japan Welding Society, Kuroda Bldg., 1-11 Kanda Sakuma-cho, Chiyoda-ku, Tokyo.

Aug. 15-20: 2nd World Congress of the International Society of Tropical Dermatology; 1200; 62; Kyoto; Office of Secretary General of the 2nd World Congress, Gifu University, School of Medicine, 40 Tsukasa-cho, Gifu-shi.

Aug. 24-30: 8th International Symposium on Space Technology and Science; unkn.; unkn.; Tokyo; Japan Rocket Society, c/o Yomiuri Shimbun Sha, Yuraku-cho, Chiyoda-ku, Tokyo.

Aug. 31-Sept. 5: 13th Congress of the International Association for Hydraulic Research; 250; 35; Kyoto; Organizing Committee of the Congress of Hydraulic Research, c/o Kyoto University, Kyoto.

Sept. 5-15: 1969 International Clay Conference; 200; 40; Tokyo; Clay Science Society of Japan, 170 Nishiokubo 4-chome, Shinjuku-ku, Tokyo.

Sept. 15-20: 39th ASTA World Travel Convention; 2500; 86; Tokyo; Japan National Tourists Organization, Kotsu Kaikan Bldg., 2-13 Yuraku-cho, Chiyoda-ku, Tokyo.

Sept. 22-27: 16th International Congress on Occupational Health; unkn.; unkn.; Tokyo; Organizing Committee of the 16th International Congress on Occupational Health, 35-4 Shiba 5-chome, Minato-ku, Tokyo.

Sept. 24-26: International Advertising Association World Congress; 1000; unkn.; Tokyo; Japan Branch Office, International Advertising Association, 7-6 Ginza Nishi, Chuo-ku, Tokyo.

Oct. 1-5: 4th World Congress I.S.R.R.T.; 1000; 50; Tokyo; International Society of Radiography and Radiology Techniques, c/o Dr. Shiozawa, Mie University, Yokkaichi-sho Mie Prefecture.

Oct. 1-Nov. 14: 16th Universal Postal Congress; 900; 140; Tokyo; Preparatory Committee. 16th Universal Postal Congress, Ministry of Postal Services, 6-13 Azabu Iigura, Minato-ku, Tokyo.

Oct. 6-11: 12th International Congress of Radiology; 2000; 48; Tokyo; Nippon Societas Radiologica, c/o Kanehara Shuppan Bldg., 2-31-14, Yushima, Bunkyo-ku, Tokyo.

Oct. 10-13: 12th General Assembly of Japanese Association for Dental Science; unkn.; unkn.; Osaka; Japanese Association for Dental Sciences, c/o Nihon Shikaishi Kai, 4-6 Kudan, Chiyoda-ku, Tokyo.

Oct. 21-24: International Conference on Quality Control; 300; unkn.; Tokyo; Japanese Union of Scientist Engineer, 5-10-11, Sendagaya, Shibuya-ku, Tokyo.

Nov. 4-8: CIOS XVth International Management Congress; 2000; 52; Tokyo; International Management Association of Japan, c/o No. 10 Mori Bldg., 28 Shiba-nishikubo Sakuragawa-cho, Minato-ku, Tokyo.

Unkn.: International Congress of International Federation of Agricultural Producers; unkn.; unkn.; unkn.; Central Union of Agricultural Cooperative, c/o Nokyo Kaikan, 1-5 Otemachi, Chiyoda-ku, Tokyo.

Unkn.: 2nd Symposium on Delta Area Development; unkn.; unkn.; unkn.; River Planning Sect., River Bureau, Ministry of Construction, 1-2 Kasumigaseki, Chiyoda-ku, Tokyo.

Unkn.: 3rd Annual Conference of International Iron & Steel Institute; 200; 14; unkn.; Japan Iron & Steel Federation, Keidanren Bldg., 1-5-7 Otemachi, Chiyoda-ku, Tokyo.

Unkn.: Joint Meeting of the Australia and Japan Business Cooperation Committees; unkn.; Australia; Tokyo; International Division, Tokyo Chamber of Commerce & Industry, 3-14 Marunouchi, Chiyoda-ku, Tokyo.

1970

Mar. 15-Sept. 13: Japan World Exposition, Osaka, 1970 (EXPO '70); 100 million; 123; Osaka; Japan Association for the 1970 World Exposition, c/o Mido Bldg., Honmachi 4-chome, Higashi-ku, Osaka.

Mar. 18-20: World Traffic Safety Conference; 280; 70; Kyoto; ABC EXPO '70 Committee, c/o Asahi Broadcasting Corp., 2-2 Oyodo-machi, Minami, Oyodo-ku, Osaka.

Apr. 12-18: 3rd International Symposium on the Use of Cybernetics on the Railways; 300; unkn.; Tokyo; Foreign Dept., Japan

National Railways, 1-1 Marunouchi, Chiyoda-ku, Tokyo.

April: International Metropolitan Railways Committee; 50-60; unkn.; unkn.; Rolling Stock Dept., Municipal Transportation Bureau, 11-2 Minami Kujyo 1-chome, Nishiku, Osaka.

May 18-22: International Conference on the Mechanical Behavior of Material; unkn.; unkn.; Kyoto; Society of Material Science of Japan, 1-101, Izumidono-cho, Sakyo-ku, Kyoto.

June: General Assembly of International Association of Chain Stores; 500; unkn.; unkn.; Japan Chain Store Association, Mori Bldg., 11 Akefune-cho, Nishikubo, Shiba, Minato-ku, Tokyo.

June-July (2 wks.): Asian Regional Conference of the World Meteorological Organization; 80; 20; unkn.; Planning Sect., Japan Meteorological Agency, 1-7 Otemachi, Chiyoda-ku, Tokyo.

July 6-9: International Conference on Ferrites; 150-200; unkn.; Kyoto; Secretariat of International Conference on Ferrites, c/o Institute of Physical & Chemical Research, Yamato-cho, Kitaadachi-gun, Saitama Pref.

July (10 days): 19th International Vocational Training Competition; 250; 14; Chiba; Japan Industry and Vocation Training Association, Minamizuka Bldg., 2-17-3 Shibuya, Shibuya-ku, Tokyo.

Aug. 11-14: IFAC (International Federation of Automatic Control) Kyoto Symposium; 100; unkn.; Kyoto; Prof. Kondo, Dept. of Electronics, Kyoto University, Yoshida Hon-cho, Sakyo-ku, Kyoto.

Aug. 24-28: 13th Biennial Congress of International Bar Association; unkn.; unkn.; Tokyo; Japan Federation of Bar Association, Hoso Kaikan Bldg., 1-1 Kasumigaseki, Chiyoda-ku, Tokyo.

Aug. 28-Sept. 2: 7th General Meeting of International Mineralogical Association and the 3rd General Meeting of International Association on the Genesis of Ore Deposits; 300; unkn.; Kyoto; Agency of Industrial Science and Technology, Geological Survey of Japan, 8 Kawada-cho, Ichigaya, Shinjuku-ku, Tokyo.

Sept. 4-10: 12th International Conference on Low Temperature Physics; 400; 20; Kyoto; Prof. Sugawara, Institute for Solid State Physics, Tokyo University, 7-21-1 Roppongi, Minato-ku, Tokyo.

Sept. 7-11: International Conference on the Technology and Science of Iron and Steel; 400; 30; Tokyo; Iron and Steel Institute of Japan, 1-5 Otemachi, Chiyoda-ku, Tokyo.

Autumn: 12th International Drycleaners Congress of the Pacific; 600; 6; unkn.; Japan Cleaning Productivity Council, 5-2190 Kamitakaido, Suginami-ku, Tokyo.

Unkn.: Business & Industry Advisory Committee to OECD-BIAC; unkn.; unkn.; unkn.; Japanese BIAC, Keidanren Bldg., Otemachi, Chiyoda-ku, Tokyo.

Unkn.: Joint Meeting of the Australia and Japan Business Cooperation Committees; unkn.; Australia; Tokyo or Kyoto; International Div., Tokyo Chamber of Commerce & Industry, 3-14 Marunouchi, Chiyoda-ku, Tokyo.

Unkn.: Asian Productivity Congress; unkn.; unkn.; Tokyo; World Trade Center of Japan, Inc., Hoko Bldg., 1-3 Ginza, Chuo-ku, Tokyo.

Unkn.: 3rd Meeting of the Pacific Basin Economic Cooperation Committee; unkn.; unkn.; unkn.; International Div., Tokyo Chamber of Commerce & Industry, 3-14 Marunouchi, Chiyodaku, Tokyo.

Zambia increases list of goods imported via Dar es Salaam

On June 18 the Zambian Government issued a list of additions to the schedule of imports which must be routed through the port of Dar es Salaam, Tanzania if destined for Zambia.

Commodities added to the schedule include electric cable and wire, car and truck batteries, galvanized conduit piping, wheelbarrows, asbestos cement piping, plywood, blockboard, chipboard, veneers, newsprint, plain and composite paper, motorcycles, cash registers, calculating machines, enamelware and hollow-ware, radios, radio-phonographs, tape recorders, television sets, phonographs, amplifiers, typewriters, domestic refrigerators and all other domestic electrical appliances.

A complete listing of commodities presently required to enter Zambia via Dar es Salaam is available on request from the Africa Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

U.S. suppliers should be aware that the shipment of goods to Zambia by way of Dar es Salaam, unless forwarded by air freight from that city, involves transportation by Zambia-Tanzania Road Service or a private transport company over 1200 miles of primarily unimproved road. Road conditions are frequently severe, with risk of damage to goods in transit and of pilferage from broken packages. Rain and dust must also be considered since the available transportation services operate few, if any, covered vehicles. Damage is almost inevitable unless special precautions are taken in packaging. Wooden crates should be bound securely with steel strapping and all containers should be sealed against the elements and reinforced against crushing or breakage.

ADB to provide Phillippines with aid for water project

The Asian Development Bank (ADB) has approved a request by the Philippine Government for technical assistance to the National Irrigation Administration (NIA) in the field of irrigation water management improvement.

This technical assistance project constitutes the third undertaken by the Bank and the first in the Philippines. It is aimed at assisting the NIA in such technical aspects of water management and water use improvement as are considered essential for the successful initiation and operation of its pilot project on water management improvement.

In order to obtain maximum benefits and also to establish technically sound bases for further irrigation development, the ADB technical assistance project will operate along two parallel approaches to irrigation projects.

► Pilot area approach—Within each of the selected irrigation systems, a pilot area of about 200 to 300 hectares including an experimental field of about 2 hectares will be set up for technical field studies and demonstration.

► Operational system approach—Two irrigation districts will be selected for more intensive activities which will cover a relatively large area within the irrigation systems concerned.

The technical assistance activity will be concentrated in two selected areas in the Angat River Irrigation System and the Penaranda River Irrigation System and will cover water management planning and operation, technical field studies and demonstrations, as well as training of technical personnel. In the other six pilot areas, the scope of assistance will be limited to general technical advice on the planning and field operation and extension of the regular local programs.

Eximbank approves financing of aircraft sales to Canada

The Export-Import Bank has authorized a $9,675,000 loan to finance the purchase by Canadian Pacific Air Lines, Ltd., of seven jet aircraft to be supplied by The Boeing Co. of Seattle, Wash. The contract price of the transaction is $26,875,000 of which $17.2 million, or 64%, will be paid in cash by the buyer.

The new model 737 airliners will be used on the Canadian carrier's routes which now serve points throughout Canada, as well as Europe, Latin America, and the Western Pacific. Delivery of the new equipment, including spare engines to be supplied by the Pratt & Whitney division of United Aircraft Co., Hartford, Conn., and a flight simulator for pilot training, is scheduled to be completed in early 1969.

Repayment by Canadian Pacific Air Lines, a subsidiary of Canadian Pacific Railway Co., is to be in seven semiannual installments beginning in 1972, with interest on outstanding balances at the annual rate of 6%.

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Licenses offered by British, Dutch and German firms for U.S. production

American companies can get production rights on flow meters, centrifugal pumps, pesticides, and non-woven textiles

Manufacturers in Great Britain, the Netherlands, and West Germany are seeking U.S. licensees to produce and distribute their products for the U.S. market.

Products offered are centrifugal pumps, flow meter, pesticides, and non-woven textiles.

For additional details and the name and address of the firm, write the Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity listed below.

• A prominent West German manufacturer of steam engines, heat exchangers, mining machinery and pumps is seeking a U.S. licensee to manufacture its complete line of centrifugal pumps.

The company is also interested in cross licensing and exchanges of know-how. **File 1616.**

• A British manufacturer of valves and flow indicators is seeking a U.S. licensee to produce its new and unique type flow meter.

This flow meter consists basically of a small shaft-connected propeller, a pulse transmittor, and an indication or registering recording or control.

The propeller, shaft and transmitting equipment are lodged, as a unit, inside a branch of a Y coupled into the main line.

The shaft and transmitting equipment remain dry, while the propeller itself protrudes below the branch to face the flow of the main line. As the liquid flows through the main line the propeller turns, causing the transmitter to send pulses to the registering instrument remote from the pipe. The instruments are digital and analogue.

The sensor element is for working pressures up to 1,000 p.s.i. and temperatures up to 200 degrees C.

The company plans to exhibit its flow meter, for which a U.S. patent is pending, at the Instrument Society Exhibition in the New York Coliseum from Oct. 28-31. **File 1617.**

• A West German firm is seeking a U.S. licensee to produce and market its line of powdery and liquid pesticides to destroy or control certain insects, rodents and weeds.

The firm is interested in a U.S. firm licensing it to produce like products, especially insecticides for indoor use. **File 1618.**

• A Dutch firm specializing in technology relating to non-woven textiles has expressed a desire to license a U.S. firm to manufacture non-woven fiber webs for use in the rubber and insulation industries. These fiber webs, which contain staple fibers of a natural and/or synthetic nature, animal hairs, or endless threads obtained by spinning of high polymeric substances, are formed so that the fibers are uniformly distributed in all directions.

The company states that because of the open structure of the fiber webs the absorptive capacity is large and the adhesion of the rubber on the fibers is complete. Therefore, items such as tires compressed air—and vacuum hoses, boats, wall—and floor coverings, and conveyor belts can be made from what might be termed pliable rubber re-inforced fiber webs, with the rubber penetrating the core of the fiber rather than forming a layer. The tear strength of the produced items is strong, and reinforcements such as iron spirals for vacuum hoses are not necessary. **File 1586-R.**

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

French electronics producer wants licensing arrangement

The electronics equipment division of a large French company seeks licenses to manufacture professional and consumer electronic products related to its present lines.

The French firm produces video equipment including television receivers for relay and tests, FM broadcast relay stations, analog and digital computers, telemetering equipment, ultrasonic pocket paging systems, sound or visual call systems for hospitals, microphones, intercom systems and other apparatus.

The company maintains branch offices in several countries, has a number of subsidiaries and reports annual sales of about $40 million.

Write: Vandeputte Fils & Cie, Dept. VELEC, 28 Rue Dervaux, 59 Tourcoing, France. WTD.

German firm wants to make synthetic leather for shoes

A German company seeks license to manufacture machinery used to produce synthetic uppers for shoes.

The company is a manufacturer and distributor of machinery and equipment for the textile, chemical, plastic and paper industries. It is well established in the EEC and EFTA markets.

Write: Hechtenberg Maschinenfabrik, Postfach 276, 5160 Dueren/Rhld., Duesseldorf, Germany. WTD.

Three Spanish firms want U.S. licenses

Three Spanish firms are seeking U.S. licenses in various manufacturing fields.

- A Spanish firm is seeking a license to manufacture bacon puffs which are used mainly as snacks and appetizers. The current Spanish production of these products is of poor quality and it is believed that, in addition to the domestic market, a significant export potential exists for a high quality product.

Write: Productos Saba, Avenide de Jose Antonio 82, Madrid 13, Spain. WTD.

- Licenses to manufacture medium sized papermaking machinery are sought by a Spanish producer of papermaking equipment.

The firm claims to have interests in an iron smelting facility and forge, and experience in the manufacture of paper rolls.

Write: USABAL, Talleres Mecanicos, S.A., Poligono Industrial de Usabal, Carretera de Pamplona s/n, Tolosa, Guipuzcoa, Apartado de Correos No. 33 Spain. WTD.

- Licenses to produce the newest lines of pharmaceutical specialties, cosmetics and related products sought by Spanish chemical firm.

Write: Laboratorio Miluy, S.L., Avenida de Menendez Pelayo 25, Madrid 9, Spain. WTD.

Two Indian manufacturers propose expansion ventures

Two Indian producers seek U.S. assistance in the form of technical and financial collaboration; one to expand production of animal and poultry feed; the other to expand output of printing and writing paper.

- Indian paper manufacturer seeks U.S. technical assistance and capital to greatly expand its existing annual production capacity of 2000 metric tons of printing and writing paper.

India's requirement of paper by the end of the Fourth Plan period (1974) is estimated to be about 900,000 metric tons per year. The present production from existing plants is about 600,000 tons.

Write: Eastern Paper Industries Ltd., 32-A Brabourne Road, Calcutta 1, India.★ WTD.

- A producer of animal and poultry feed in West Bengal is seeking a joint venture with a U.S. firm to double production to 24,000 tons per annum. With assistance through financial and technical collaboration of an American firm approval by the Government of India of an industrial license for expansion of the mill is assured.

Write: Poli-Feed & Company, 11-3B Canal Circular Road, Calcutta 4, West Bengal. WTD.

British firm seeks wide range of licenses

A reputable British continuous metal coating company seeks broad diversification through licensing agreements with U.S. firms to manufacture a wide variety of producer goods.

The firm would consider inquiries in the fields of board/paper coating; plastic coating, utilizing powders, fluidized bed coating; wood coating for the building and furniture industries; coating of textiles, leather cloth, and leather. It would also consider packaging machinery for cartons, boxes, plastic containers and bags.

While the company reports that it is primarily looking for equipment allied to coil coating, it would also be willing to diversify into other lines of consumer goods.

Write: Drysys Equipment Ltd., 266 Abbeydale Road, Wembley, Middlesex, England. Attn: Mr. L. G. Cross, Dir. WTD.

License to make chemicals sought by Pakistani firm

A Pakistani company currently producing printing gums for the textile industry seeks licenses to manufacture chemical products for the textile and synthetic fiber industries.

The firm is interested in producing wetting agents, detergents and finishing agents for cotton, acetate, nylon and polyester fibers.

Write: Mr. Farouk H. Dossa, Haji Dossa Nutralgum Ltd., Jubilee Insurance House, P.O. Box 4472, Karachi 2, Pakistan. WTD.

Dominican firm wants license to make cooling equipment

Licensing agreement to produce air conditioners, freezers, milk cooler tanks, water coolers and similar equipment sought by Dominican manufacturer of refrigerators.

Write: Neveras Dominicannas, C. por A., P.O. Box 1098, Santo Domingo, Dominican Republic. WTD.

License for assembly of automotive batteries sought by Kuwait firm

A Kuwaiti company is seeking a licensing agreement for local assembly of automotive batteries. The batteries would be assembled from imported components with technical and marketing assistance supplied by the licensor and sold locally under the licensor's trademark.

Tentative plans call for the production of five types of batteries for automobiles, buses and trucks. An initial capacity of 30,000 batteries per year is envisaged to be expanded to 45,000 per year. Eventually, the company hopes to produce its own components. This will be the first battery production plant in Kuwait which has been importing batteries at the rate of about 60,000 units annually.

Write: Abdul Baqi Nuri, General Manager, National Industries Company, P.O. Box 417, Kuwait.

Sub-contracting agreement to make electrical equipment requested by Dutch firm

A large, well established, manufacturer seeks a sub-contracting agreement with U.S. suppliers of half finished electrical equipment or components which need sheet metal or aluminum enclosures and/or installation of electronic and electric equipment in accordance with technical and commercial standards in Western European markets.

The company's manufacturing department is efficiently equipped for the production of custom built switchboards, relay panels, control centers, remote control units, and other related items for industrial and marine applications.

Firms wishing additional information should **write:** Herman G. Eekels, N.V., Hoogezand, The Hague, Netherlands. WTD.

Australian automobile dealer seeks license to broaden line

A license to manufacture automatic transmission clutch friction plates is sought by an Australian automobile dealer and distributor of motor vehicle parts.

The firm is interested in expanding its activities into the manufacturing field.

Write: Mr. John Holroyd, Managing Director, Holroyd Motors Pty., Ltd., 286 Darebin Road, Thornbury, Victoria 3071, Australia. WTD.

Chile announces tenders for communication needs; specifications in Spanish

The Direccion del Aprovisionamiento del Estado, (Government Agency), has issued Tender No. INACH #1/68, for The Supply of Communications Equipment.

Bid deadline is Aug. 12.

Bid should offer three 5 KW HF SSB transmitters and one 10 KW HF SSB transmitter operating in the frequency range 3 to 27 MHz; two 150 watt HF SSB transmitters; one 100 watt VHF FM transmitter. Two VHF FM portable transceivers five watts output; one VHF AM transceiver of ten watts output; three HF ISB receivers, four HF SSB receivers and associated converters and teletype equipments.

Copies of tender announcement and specifications are available in Spanish only from the Direccion del Aprovisionamiento del Estado, Amanategui #66, 2 Piso Santiago, Chile or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-4038.

Iranian firm to purchase communications equipment

The National Iranian Steel Corp., Tehran, Iran, has issued Tender No. 7803, for The Supply of Communications Equipment.

Bid deadline is Sept. 14.

Bid should offer six 30 watt PEP HF SSB transceivers with four preset frequencies in the range 2 to 12 MHz; three 300 watt PEP HF SSB transmitters; three HF SSB receivers; one radio telephone terminal; five teleprinter adapters; three teleprinters; three sets of antennae and cables.

Copies of tender announcement and specifications are available from the Iranian Economic Mission, 2233 Wisconsin Ave., NW, Washington, D.C. 20007, or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-4038.

Israel to build toll road

The Government of Israel invites bids on the construction of an express toll highway that will connect Tel Aviv and Ashdod.

Financing will be the responsibility of the contractor, who will be awarded a concession to collect tolls from the road users.

Tender deadline is Aug. 31.

Copies of bid instructions are available from the Construction and Building Materials Division, BDSA-564, U.S. Department of Commerce, Room 4014, Washington, D.C. 20230. Telephone: 202-967-3602.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- ● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.
- ★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.
- **WTD** indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

195 Small arms

NEW ZEALAND—Sporting rifles, shotguns. Direct purchase and exclusive agency. The Manager, Brittain Wynyard & Co. Ltd. (importer, manufacturers' representative), P.O. Box 2096, Auckland 1. WTD 7/68.

202 Dairy products

PAKISTAN—Nonfat powdered milk. Requests literature, quotations C&F Karachi. Direct purchase and agency. The Proprietor, Elahi Trading Co. (importer, indent agent), Alyousuf Bldg., 2nd Floor, Frere Road, New Challi, Karachi. WTD in preparation.

207 Confectionery

HONG KONG—Canned candies. The Shui Hing Co., Ltd. (department store), 23-25 Nathan Rd., Kowloon. Cable: KOOSHUI. WTD 4/68.

220 Textile mill products

SWEDEN—Cotton/manmade fiber, non-iron cotton fashion fabrics for men's, youths', boys' shirts. Lindstrom & Pettersson AB (manufacturer), Storavagen 2, S-410 51 Ganghester. WTD 7/68.

All kinds of broad-woven fabrics for garment, other industries. Direct purchase and agency. Agenturfirman Pal Palsson (agent), Skolgatan 43, S-502 31 Boras 1. WTD 3/67.

221 Broad woven fabric mills, cotton

NETHERLANDS—Unusually decorated kitchen towels, similar products for advertising gifts. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

SWEDEN—Cotton fabrics for manufacture of ready-to-wear clothing. Algot Johansson AB (manufacturer), Fabriksgatan 12, S-502 30 Boras. WTD 7/68.

222 Broad woven fabric mills, man-made fiber, silk

SWEDEN—Man-made fiber fabrics for manufacture of ready-to-wear clothing. Algot Johansson AB (manufacturer), Fabriksgatan 12, S-502 30 Boras. WTD 7/68.

228 Yarn, thread mills, products

DENMARK—Acrylic machine knitting yarns, blended, 2/22=2/18; polyester machine knitting yarns, 1/35. De Forenede Trikotagefabrikker A/S (manufacturer), 2 Dollerupvej, 8000 Aarhus C. WTD 2/68.

SWEDEN—All kinds of yarn. Direct purchase and agency. Agenturfirman Pal Palsson (agent), Skolgatan 43, S-502 31 Boras. WTD 3/67.

230 Apparel

SWEDEN—Women's, misses', children's dresses. Direct purchase and agency. Arne Olsson Agentur AB (agent), Prastgardsangen 23, S-412 71 Goteborg 5. WTD 3/67.

238 Apparel, accessories

SWEDEN—Work gloves, woven fabric, or combined with leather. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan 3, S-211 21 Malmo C. WTD 2/67.

239 Fabricated textile products

BRAZIL—Hotel table, bed linen such as bedspreads, bed sets, napkins, pillowcases, sheets, tablecloths, towels. Cia. Tropical de Hoteis (hotel organization), Av. Paulista 1765, Sao Paulo, S.P. WTD in preparation. Correspondence should be directed to Mr. Ruben Martins.

SWEDEN—Printed tablecloths, plastic coated. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan 3, S-211 21 Malmo C. WTD 2/67.

241 Logging camps, logging contractors

GERMANY—Yellow pine, pitch pine, Carolina pine, Oregon pine, red pine, redwood, red cedar, hemlock, other logs. Direct purchase and agency. Walo Handelsgesellschaft Nollau & Co. (importer, wholesaler), Kom.-Ges., 3035 Hodenhagen/Aller. WTD 5/68.

243 Millwork, veneer, plywood, prefabricated structural wood products

GERMANY—Plywood of exterior and interior type, wood component parts for prefabricated buildings, similar purposes, not sold as complete building units. Direct purchase and agency. Walo Handelsgesellschaft Nollau & Co., Kom.-Ges. (importer, wholesaler), 3035 Hodenhagen/Aller. WTD 5/68.

249 Wood products

NETHERLANDS—Special design table mats for giftware, novel beaded curtains. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

264 Converted paper, paperboard products

NETHERLANDS—One side machine-coated bleached sulphate boards; envelope papers; manila bags; other coated paper, paperboard. Direct purchase and sole agencies for Netherlands. Huiskamp & Sanders N.V. (manufacturer, wholesaler), 27 Loubergweg, Eerbeek. WTD 1/68.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

Paper napkins decorated for special occasions, cocktail napkins, papier mache giftware for advertising purposes. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

265 Paperboard containers, boxes

NETHERLANDS—Folding and set-up type paperboard giftware boxes for retail use. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

272 Periodicals: publishing, printing

SPAIN—Technical magazines in English and Spanish. Direct purchase and exclusive distribution. Juan Bello Galindo (wholesaler, retailer, importer, exporter, publisher), Comedias 20, entresuelo, Valencia-3 (Valencia). WTD 6/68.

273 Books

SPAIN—Books on literature, technical matters in English and Spanish. Direct purchase and exclusive distribution. Juan Bello Galindo (wholesaler, retailer, importer, exporter, publisher), Comedias 20, entresuelo, Valencia-3 (Valencia). WTD 6/68.

281 Industrial chemicals

JAMAICA—Freon gas in cylinder (freon 22 or 12). Direct purchase and agency. Gordon Marzouca, Western Traders (importers, manufacturers' representative), 20 Church St., Montego Bay. WTD 7/68.

NETHERLANDS—Raw materials for chemical industries. Agencies for Benelux countries requested. Export Onderneming Kinac (importer, exporter, distributor), 8 Beneluxlaan, P.O. Box 2031, Utrecht. WTD 6/68.

282 Synthetic materials

GERMANY—Polyurethane scraps. Requests price quotations. Robert Rettberg (manufacturer, exporter, importer), 4 Damaschkestr., 1 Berlin 31. WTD 4/67.

TAIWAN—Off grade polypropylene. Direct purchase and agency. Men Hope Enterprise Co., Ltd. (importer, exporter), 133-3, Chang Chun Road, Taipei. WTD in preparation.

299 Products of petroleum, coal

FRANCE—Lubricants, greases, anti-seize lubricating compounds for all applications; preferably products of new types, including spray-on dry lubricants; rust-preventives, other lubricating specialties. Direct purchase and agency. Bertoin (Etablissements Marcel) (sales agent, dealer), 91 Rue Riquet, 31-Toulouse, Haute-Garonne. WTD 7/68.

306 Fabricated rubber products

SWEDEN—Gloves, household, surgical. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan 3, S-211 21 Malmo C. WTD 2/67.

314 Footwear, except rubber

NETHERLANDS—Footwear for sports, casual shoes such as loafers, beach sandals, novelty shoes, sandals. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

315 Leather gloves

SWEDEN—Work gloves, leather. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan-3, S-211 21 Malmo C. WTD 2/67.

317 Handbags, personal leather goods

NETHERLANDS—Unusual design key cases for company giftware. Direct purchase and exclusive representation. Trinity Handelmaatschappj N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

322 Glass, glassware

NETHERLANDS—Novelty drinking glasses, novel design paperweights, other company and advertising gifts. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

326 Pottery, related products

BRAZIL—Hotel chinaware. Cia. Tropical de Hoteis (hotel organization), Av. Paulista 1765, Sao Paulo, S.P. WTD in preparation. Correspondence should be directed to Mr. Ruben Martins.

329 Abrasive, asbestos, nonmetallic mineral products

GHANA—Asbestos pressure pipe, 3" to 8" diameters. Direct purchase and agency. C. B. Fayorsey, Managing Director, Eastern Farms

Ltd. (manufacturers' representative), P.O. Box 2801, Accra. WTD 8/67.

NETHERLANDS—Industrial treated clays in bulk such as activated, anti-caking clays for coating fertilizer granules. Direct purchase and possibly representation. Ingenieursbureau "Akpro" (importer, wholesaler), Cornelis Suyslaan 46, Rijswijk. Attn: Mr. R. Akkerman. WTD 6/68.

331 Steel mill products

● **PAKISTAN, EAST**—100,000 tons of iron and steel scrap annually, long-term (at least seven years) supply contract preferred, for production of iron and steel mill materials. K. F. Rahman, Dir., East Pakistan Industrial Development Corp. EPIDC House, Motijheel, Dacca-2. Cable Address: "EPEYEDECEE", Dacca.

332 Iron, steel foundries

GHANA—Cast iron pipe joints, suitable for pressures up to 300 head ft., complete with nuts, bolts, rubber seals. Direct purchase and agency. C. B. Fayorsey, Managing Director, Eastern Farms Ltd. (manufacturers' representative), P.O. Box 2801, Accra. WTD 8/67.

349 Fabricated metal products

ENGLAND—Control valves specially designed for water softeners. McCord Water Softeners Ltd. (manufacturer, distributor), 90A Finchley Lane, Hendon, London, N.W.4. WTD 2/68.

GERMANY—Hydraulic oil control valves, servo valves. Requests price quotations c.i.f. Hamburg, Bremen or Rotterdam. Langen & Co. (manufacturer, wholesaler, importer, exporter), 49 Klosterstrasse, 4 Duesseldorf. WTD 7/68.

NETHERLANDS—Novel company gifts such as ash trays for cigarettes and pipes, novel letter racks, unusual book-ends, desk-kitchen and bar gadgets, snack sets, serving accessories, self regulating plant waterer, novel design money banks, wine racks, unusual flower holders, other advertising products, premium giftware. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

353 Construction, mining, materials handling machinery, equipment

NETHERLANDS—Materials handling equipment, parts, attachments, especially new developments. Direct purchase and agencies for Benelux countries. Export Onderneming Kinac (importer, exporter, distributor), 8 Beneluxlaan, P.O. Box 2031, Utrecht. WTD 6/68.

354 Metalworking machinery

● **INDIA**—Supply of carbide and high-speed cutting tools, including: 98 gun drills, 100 high-speed steel ⅞" drills, 66 high-speed steel combination drill and counter-sink, 32 combination sub-land drills, 150 milling cutters, and 352 carbide cutters. Tender No. B-3150/3151/AID, bid deadline Aug. 20. Aid financed. Dy. Controller of Stores, Diesel Locomotive Works, Varanasi, U.P.

Complete tender documents are available, free of charge, from the India Supply Mission, 2536 Mass. Ave., NW, Washington, D.C. 20008. (Refer to I.S.M. No. B-3150/3151/AID)

NETHERLANDS—All kinds of machine tools. Direct purchase and agencies for Benelux countries. Export Onderneming Kinac (importer, exporter, distributor), 8 Beneluxlaan, P.O. Box 2031, Utrecht. WTD 6/68.

SWEDEN—Wheel aligners, head light installation equipment, repair tools for automobiles. Direct purchase and agency. Kaufman & Co. AB (wholesaler), Ystadvagen 17, S-214 30 Malmo. WTD 3/67.

355 Special industry machinery

DENMARK—Knitting machines for ladies' outerwear; normal ribbon machines. De Forenede Trikotagefabrikker A/S (manufacturer), 2 Dollerupvej, 8000 Aarhus C. WTD 2/68.

PAKISTAN—Complete plant unit for manufacturing twisted Vermicelli (curled or nest shaped); capacity 150 kg. per hr. Packaging equipment not required. Requests catalogs, quotations, C&F Karachi. K. S. Sulemanji and Sons (manufacturer), Kanayalal St., Off Frere Road, Karachi 1. Attn: Mr. Saifuddin. WTD in preparation.

PORTUGAL—All types of paper mill machinery. Direct purchase and agency. Fundicoes do Rossio de Abrantes, S.A.R.L. (steel foundry), Rua Escola Caldeira, Rossio de Abrantes. WTD in preparation.

● **YUGOSLAVIA**—Complete machinery from extruding to packing for men's rubber footwear, 1000-1200 pairs in eight hours; and, children's and women's footwear, 1000-1200 pairs in eight hours. Tender No. S1. list #24, bid deadline Sept. 10. Tekig-Invest, Export-Import, Belgrade/7, jula 9.

● Complete line for washing, filling, capping and labeling of one liter bottles, 2000 bottles per hour. Machinery to include washing machine, drying machine, cooling tunnel, filling machine for edible oil, and capping machine. Tender No. S1 list #24, bid deadline Sept. 10. Tvornica ulja Zagreb, Pogon "Uljara" Markaska/SR Hrvatska.★ (Telephone: 202-967-5585).

356 General industrial machinery

FRANCE—Industrial equipment, machinery (light- and medium-duty); tools, devices, primarily up-to-date machines for use by medium-size enterprises, not currently sold in France such as industrial hydraulic equipment; compressors; washing and cleaning factory equipment; surface-treatment, paint-spraying machines; lubrication systems; labor-saving contrivances for industrial plants, related lines. Direct purchase and agency. Descriptive literature, price lists requested. Bertoin (Etablissements Marcel) (sales agent, dealer), 91 Rue Riquet, 31- Toulouse, Haute-Garonne. WTD 7/68.

● **KUWAIT**—Sea water flash type evaporator capable of processing four million Imperial gallons per day. For Shuwaikh new "A" Distillation Plant. Bid deadline Sept. 9.

Initial deposit: 2½% of value of offer. Documents available for KD200 ($560) from Central Tenders Board, Kuwait, State of Kuwait. Further information obtainable from Ministry of Electricity and Water, Kuwait, State of Kuwait.

NETHERLANDS—High vacuum pumps, allied equipment from 1 to 0.001 mm mercury column, absolutely no more. N.V. Machinefabriek C. Maters (importer, manufacturer), 22-28 Havenstraat, Beverwijk. WTD 6/68.

Machinery, equipment, apparatus, tools, special products, component parts for chemical, petro-chemical, petroleum, refinery, oil industries, engineering firms including gate and other valves, special pumps, filters, filter presses, separators, pressure reducers, cocks and taps, special fittings, packings, industrial refrigeration equipment, dilation compensators, nuclear technical apparatus. Direct purchase and agency. A.C.I.P. (commission agent), Baafjeslaan 1, Heiloo. Attn: Mr. R. Bos. WTD 6/68.

SWEDEN—Automatic wire forming machine for manufacture of two-finger and four-finger fingerhooks used for hanging curtains. Thickness of wire 1.8 mm. Machine should preferably be combined with packaging machine, packing 10 fingerhooks per plastic bag. Metallhyttans AB (manufacturer), S-330 20 Anderstorp. WTD 3/67.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Leeman-Sage Bldg. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205 Tel. 323-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.

DENVER, COLO., 80202, 14419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, P.O. Box 35067, 400 W. Bay St. Area Code 904 Tel. 791-2796.

KANSAS CITY, MO., 64106, Room 2511, 911 Walnut St. Area Code 816 Tel. 374-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 334-2151.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., U. 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10001, 61st Floor, Empire State Bldg., 350 Fifth Ave. Area Code 212 Tel. 563-3277.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 3028 Federal Bldg., 300 South St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SAN JUAN, P.R., 00902, Room 190, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

THAILAND—LP gas filling machines, automatic, with weighing scales. Catalogs, c.i.f. Bangkok prices requested. Bangkok Automotive Supply Co., Ltd. (importer, distributor), 22-24 Yukhon 1 St., Suan Mali, Bangkok. WTD in preparation.

● **YUGOSLAVIA**—600 ton hydraulic press for fireresisting clay products, 8-12,000 tons/year; 350 ton hydraulic press for refractory boiler materials, capacity 3-5,000 tons/year; 750 liters capacity mixer for fireresisting clay materials; and one drying kiln for fireresisting clay products after pressing, 4-5,000 tons per year. Tender No. S1 list #24, bid deadline Sept. 10. Invest Import, Export-Import, Beograd/Terazije 5.

357 Office, computing, accounting machines

● **KOREA**—Supply of mailing scales in the following quantities: 200 for letter mail, capacity 500 grams; 344 for parcel mail, capacity 10 kg; 74 for mail bag, capacity 100 kg; 2 for LC mail, capacity 200 grams; 4 for parcel and AO mail, capacity 20 kg; also 5 franking machines. Tender No. AID/SA-8071-P, bid deadline Aug. 2. Office of Supply, Government of the Republic of Korea, Seoul.★ (Telephone: 202-967-2939).

NETHERLANDS—Audio-visual teaching aids, other electric, electronic teaching machines. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

358 Service industry machines

JAMAICA—Small automatic ice cube makers. Direct purchase and agency. Gordon Marzouca, Western Traders (importer, manufacturers' representative), 20 Church St., Montego Bay. WTD 7/68.

PORTUGAL—Garbage incinerators, other commercial garbage disposal units, including conversion of solid waste to organic fertilizer. Direct purchase and agency. Fundicoes de Rossio de Abrantes, S.A.R.L. (steel foundry), Rua Escola Caldeira, Rossio de Abrantes. WTD in preparation.

359 Machinery

GERMANY—Hydraulic oil control cylinders. Requests price quotations c.i.f. Hamburg, Bremen or Rotterdam. Langen & Co. (manufacturer, wholesaler, importer, exporter), 49 Klosterstrasse, 4 Duesseldorf. WTD 7/68.

361 Electric transmission, distribution equipment

SWEDEN—Electric measuring instruments for grain, milk products. Direct purchase and agency. O. G. Olsson AB & Co. Kommanditbolag (O. Olsson Trading) (agent, wholesaler), Balladgatan 5, S-422 41 Hisings Backa. WTD 5/67.

Instruments for testing electric equipment on automobiles. Direct purchase and agency. Kaufman & Co. AB (wholesaler), Ystadvagen 17, S-214 30 Malmo. WTD 3/67.

363 Household appliances

JAMAICA—Complete line of small household appliances such as fans, lamps, irons, blenders, exhaust fans. Direct purchase and agency. Gordon Marzouca, Western Traders (importer, manufacturers' representative), 20 Church St., Montego Bay. WTD 7/68.

365 Radio, television receiving sets

JAMAICA—Tape recorders, cassettes, prerecorded magnetic tapes. Direct purchase and agency. Gordon Marzouca, Western Traders (importer, manufacturers' representative), 20 Church St., Montego Bay. WTD 7/68.

373 Ship building, repairing

NETHERLANDS—Watersport equipment. Direct purchase and agencies for Benelux countries. Export Onderneming Kinac (importer, exporter, distributor), 8 Beneluxlaan, P.O. Box 2031, Utrecht. WTD 6/68.

374 Railroad equipment

NETHERLANDS—Special purpose freight train cars, especially new developments, parts, equipment. Direct purchase and agencies for Benelux countries. Export Onderneming Kinac (importer, exporter, distributor), 8 Beneluxlaan, P.O. Box 2031, Utrecht. WTD 6/68.

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375 Motorcycles, bicycles, parts

NETHERLANDS—All types of accessories, novel attachments for bicycles, motor bikes. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

381 Engineering, laboratory, scientific, research instruments

GHANA—Laboratory equipment used in water treatment, research installations. Direct purchase and agency. C. B. Fayorsey, Managing Director, Eastern Farms Ltd. (manufacturers' representative), P.O. Box 2801, Accra. WTD 8/67.

SWEDEN—Instruments, equipment for pathological, histological, analytical chemistry laboratories. Agency and direct purchase. Bethlehem Trading AB (agent, importer), Grona Gatan 31, S-414 54 Goteborg. WTD 3/67.

382 Instruments for measuring, controlling, indicating physical characteristics

NETHERLANDS—Inexpensive beer, beverage, other thermometers, barometers, novelty compasses for advertising, company gifts. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

SWEDEN—CO_2 exhaust gas analyzers. Direct purchase and agency. Kaufman & Co. AB (wholesaler), Ystadvagen 17, S-214 30 Malmo. WTD 3/67.

384 Surgical, medical, dental instruments

FRANCE—Hearing aids; artificial ear-drums; ear and nose plugs, related prosthetic devices, supplies of modern types. Direct purchase and agency. Descriptive literature, price lists requested. Lascaux (S.A. des Nouveaux Etablissements) (dealer), 2 Place Denis-Dussoubs, 87- Limoges, Haute-Vienne. WTD 7/68.

SWEDEN—Elastic stockings; bandages; gauze; dressings; plasters; related goods. Agency and direct purchase. Sartorius AB (agent, wholesaler), Vastergatan 3, S-211 21 Malmo C. WTD 2/67.

Instruments, apparatus, supplies for pathological and histological laboratories. Agency and direct purchase. Bethlehem Trading AB (agent, importer), Grona Gatan 31, S-414 54 Goteborg. WTD 3/67.

386 Photographic equipment

NETHERLANDS—Still and motion picture cameras, projection equipment for amateur and professional use, accessories, supplies such as developing equipment, editing equipment, enlargers, exposure meters, photo composing machines, processing equipment, screens, stands, photographic tanks, trays, related supplies. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

391 Jewelry, silverware, plated ware

BRAZIL—Metal cutlery, flatware. Cia. Tropical de Hoteis (hotel organization), Av. Paulista 1765, Sao Paulo, S.P. WTD in preparation. Correspondence should be directed to Mr. Ruben Martins.

394 Toys, amusement, sporting goods

NETHERLANDS—Novelty gift items such as card shufflers, inexpensive gift accessories for outdoor sports such as fishing. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

399 Manufacturing industries

IRAN—Floor covering, asphalt-felt-base, supported plastic. Mr. M. Khayyam, Iran Pharmic Co. (importer), P.O. Box 2629, Pahlavi Ave., Serahe Shah, Tehran. WTD 9/67.

NETHERLANDS—Unusual design candles for company, advertising gifts, novel gas lighters, desk gadgets, decorative matches, novel design lamp shades. Direct purchase and exclusive representation. Trinity Handelmaatschappij N.V. (importer, wholesaler), P.O. Box 338, Rotterdam. Attn: Mr. F. G. Paters. WTD 6/67.

509 Wholesalers

PAKISTAN—Iron and steel scraps, 100,000 tons annually for production of iron and steel mill materials. Long-term (at least seven years) supply contract preferred. K. F. Rahman, Dir., East Pakistan Industrial Development Corp. (Quasi-Governmental agency), EPIDC House, Motijheel, Dacca-2. Cable Address: "EPEYEDECEE", Dacca.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

011 Field crop farms

TAIWAN—Soybean, wheat, tobacco, corn. Apex Enterprise Co., Ltd. (importer, agent), P.O. Box 3180, Taipei. WTD 8/67.

203 Canning, preserving foods

FRANCE—Canned pineapples, other fruits, canned fruit juices. Requests replies in French. Carayon, Pierre (agent), 8 Ave. Michelet, 47-Agen, Lot-et-Garonne. WTD 7/68.

209 Food preparations

SPAIN—Tallow, vegetable. Francisco Bevia Berenguer (sales agent), Belando 5, 4°, Alicante (Alicante). WTD 6/68.

229 Textile goods

SPAIN—Processed waste, recovered fiber, cloth: clips, rags. Exclusive agency on commission basis. Francisco Bevia Berenguer (sales agent), Belando 5, 4°, Alicante (Alicante). WTD 6/68.

282 Synthetic materials

PAKISTAN—Viscose staple fiber, 1.5 denier by 38 mm., regular bright, moisture retain 13%. Requests quotations C&F Karachi. Indus Agencies (importer), Ralli Square, No. 3, Ground Floor, McLeod Road, Karachi. Attn: Mr. Sardar Mohammad. WTD in preparation.

287 Agricultural chemicals

PAKISTAN—Agricultural pesticides, insecticides. Quotations, C&F Karachi. Kamal Yacoob and Co. (importing, indent agent), 4 Campbell St., G.P.O. Box No. 333, Karachi 1. WTD in preparation.

291 Petroleum refining

PAKISTAN—Transparent lubricating greases of all varieties. Specifications, quotations C&F Karachi requested. Sardar and Co. (indent agent), 50 Millwala Market-1, Bombay Bazar, Karachi 2. Attn: Mr. Bashir Ahmad, Proprietor. WTD in preparation.

344 Fabricated structural metal products

SPAIN—Metal tanks to transport liquids at low temperatures; must be equipped with necessary cooling equipment. Polymar, S.A. (distributor), Orense 9, Madrid (20). WTD 7/68.

347 Coating, engraving services

SPAIN—All classes of products, services related to polishing of metals, galvanotechnique. Herran & Diez, S.A. (agency), Jose M°. Pereda 1, Castro Urdiales, Santander, Ayala 13, Madrid (1). WTD 7/68.

349 Fabricated metal products

SPAIN—Locks for safes, vaults. Arcas Gruber, S.A. (manufacturer), Apartado N°. 185, Bilbao. WTD 6/68.

353 Construction, mining, materials handling machinery, equipment

TAIWAN—Fork lift trucks, dumping trucks, truck crane, asphalt plants. Descriptive literature desired. Apex Enterprise Co., Ltd. (importer, agent), P.O. Box 3180 Taipei. WTD 8/67.

356 General industrial machinery

SPAIN—General industrial machinery, equipment. Imporex, S.A. (importer, distributor), Av. de Jose Antonio 34, Madrid (13). WTD 7/68.

358 Service industry machines

JAPAN—Room air-conditioners, heat transfer equipment, commercial refrigerators, related equipment. Tokai Daiya Sales Co. (wholesaler, importer, exporter), 6-12 Sakae 2-chome, Naka-ku, Nagoya. WTD 7/68.

359 Machinery

GUATEMALA—Carousels (merry-go-rounds), ferris wheels, whips, similar amusement machines, equipment. Cofino Stahl & Compania Ltda. (distributor), 10a. Avenida 31-71, Zona 5, Guatemala City. WTD 10/67.

362 Electrical industrial apparatus

AUSTRALIA—Electronic components, instrumentation as applicable to electrical controls field. Australian General Electric Pty. Ltd. (manufacturer), 103 York St., Sydney, N.S.W. 2000.

INDIA—Electrical industrial equipment such as servometers, generators, tachometers, automatic start, stop devices. Echbee Corp. (sales agent), Churchgate House (III Floor), 32 Veer Nariman Road, Bombay 1. WTD 5/68.

TAIWAN—Gas, gasoline, diesel generators; welders, welding machines. Descriptive literature requested. Apex Enterprise Co., Ltd. (importer, agent), P.O. Box 3180, Taipei. WTD 8/67.

366 Communication equipment

AUSTRALIA—Electronic components, instrumentation as applicable to communications field. Australian General Electric Pty. Ltd. (manufacturer), 103 York St., Sydney, N.S.W. 2000.

SPAIN—Fire and robbery alarm, signal systems; electric, electronic. Arcas Gruber, S.A. (manufacturer), Apartado N°. 185, Bilbao. WTD 6/68.

All classes of communication equipment. Industrial Electronica, S.A. (importer, distributor), Pradillo 64, Madrid (2). WTD 6/68.

371 Motor vehicles, motor vehicle equipment

SPAIN—Parts, accessories for vehicular equipment. Movilauto, S.A. (distributor), Bravo Murillo 36, Madrid (3). WTD 6/68.

THAILAND—Bus air-conditioners for 55-60 passenger vehicles, gasoline or diesel engines, split system, to be installed at bottom of bus body; capacity 80,000 BTU or up. Exclusive agency for a line not represented in Thailand. Technical Co-operation Co., Ltd. (importer, distributor), 31/1-2 Phya Thai Road, Bangkok. WTD in preparation.

395 Pens, pencils, office, artists' materials

NEW ZEALAND—Artists' paints, color pigments, canvas, canvasboard. A.R.B. Stokes Ltd. (sales representative), P.O. Box 1510, Wellington. WTD 7/68.

505 Farm products—raw materials

SPAIN—Soybeans. Francisco Bevia Berenguer (sales agent), Belando 5, 4°, Alicante (Alicante). WTD 6/68.

Export business vs. domestic business

"I do not believe the export business should be approached on the basis of skimming the gravy off the top. Nor do I believe it should be looked upon as plus business that can absorb overheads. If you begin applying all types of rationale to the benefits of getting export business, you will never get into the business on a sound, permanent basis. It must be looked at in the same terms as domestic business. A dollar's worth of export business should have the same value as a dollar's worth of domestic business."

—George Strike, President,
American Laundry Machinery Industries

Leads for Importers

Commodities are offered direct unless specified

283 Drugs

FRANCE—Pharmaceutical specialties for human consumption including patented products, such as: "Sulfo-Thiorine" (treatment for sinus inflammation); "Thiamine Ascorbique" (preventive treatment against cataract); "Carlytene Fort" (treatment for high blood pressure), other medicinal products in tablets, pills, other forms. Descriptive literature in French available on loan from Trade Opportunities Staff, BDSA 618, Rm. 4059, U.S. Department of Commerce, Washington, D.C. 20230. Dedieu (Laboratoires) (producers, exporters), 80 Rue Delord; 33- Bordeaux, Gironde. WTD 7/68.

361 Electric transmission, distribution equipment

FRANCE—Lineic activity meters (gamma rays), patented, up-to-date measuring, recording apparatus designed for easy and prompt direct reading. measuring (in millicuries, per centimeter with utmost accuracy) of activity (iridium 192, related elements) of radioactive pins, wires. Meters equipped with sound-indicators for radio-activity; may be readily adapted to other uses such as measure, control of Caesium 137. Descriptive leaflets available on loan from Trade Opportunities Staff, BDSA 618, Room 4059, U.S. Dept of Commerce, Washington, D.C. 20230. Lascaux (S.A. des Nouveaux Etablissements) (manufacturers, exporters), 2 Place Denis-Dussoubs, 87- Limoges, Haute-Vienne. WTD 7/68.

362 Electrical industrial apparatus

FINLAND—Electronic on-line paper quality tester for newsprint, printing and coated papers, consistency controller, density controller. Valmet Oy (engineering firm), Tampere. WTD 8/67.

New Trade Lists

The Bureau of International Commerce has published the following Trade Lists, copies of which may be ordered by firms domiciled in the United States, giving the titles listed below or in the case of the automated lists for Argentina and Chile by the five digit identification (ID) number from BIC-924, U.S. Department of Commerce, Washington, D.C. 20230 or from Department of Commerce Field Offices. The price is $1 per list. All are dated July.

American Firms, Subsidiaries and Affiliates—Honduras.

American Firms, Subsidiaries and Affiliates—New Zealand.

American Firms, Subsidiaries and Affiliates—Panama.

Argentina—an automated list

No.	*Title*	*Number of names in list*
00000	Business Firms in Argentina	(2412)

Chile—an automated list

No.	*Title*	*Number of names in list*
00000	Business Firms in Chile	(3245)

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AUSTRALIA—Joseph Cohen, Tals, 231 King St., Newtown, N.S.W. 2042, **interested in meeting with manufacturers of towels, bedspreads, bed linen, table linen to discuss direct purchase.** Aug. 2 via New York for approx. two weeks. c/o Australian Trade Commissioner, 636 5th Ave., New York, N.Y. 10020. Itinerary: 8/2-6 New York, 8/6-7 Philadelphia, 8/8-9 Los Angeles, 8/10-11 San Francisco. WTD 3/68.

ECUADOR—Nelson Andrade A., owner, Sedalon, Avenida 6 de Diciembre 1331, Quito, **interested in sources of U.S. fiberglass materials, wallpaper, traverse rods and requesting technical information.** July 11 via Miami for one month. c/o 542-A North Bond St., Baltimore, Md. 21205. Itinerary: Baltimore, New York, Washington, Chicago, San Francisco, Los Angeles. WTD in preparation.

ENGLAND—G. Brown, Dir., Electricals Ltd., Russell Terrace, 129 Back New Bridge St., Newcastle Upon Tyne, NE1 2SJ, **interested in contacting U.S. manufacturers of do-it-yourself tools and materials, electrical installation equipment and products seeking markets in the U.K. and Europe, and in locating U.S. markets for slate cladding for buildings, slate table lamps and tables, period type polished marble fireplaces.** July 24 via New York until Aug. 12. c/o Stoessel Associates Inc., Box 5012 Woolsey Station, Astoria 5, New York, N.Y. or c/o Algert Co., 1901 W. 8th St., Los Angeles, Calif. 90057. WTD in preparation.

ETHIOPIA—Ahron J. Cohen, Dir., Ahron Joseph Cohen Private Ltd. Co., P.O. Box 1656, Addis Ababa, **interested in contacting manufacturers of khaki drill shirts and trousers for sale to low income groups, manufacturers of slide fastener machinery, manufacturers of very low-priced sundry goods such as galvanized buckets 1' diameter, glass or plastic buttons, candy, cast aluminum ladles, laundry bluing cubes, laundry and toilet soap, canned fruit juices, students bound notebooks, razor blades, liquid and aerosol insecticides in 16 and 32 oz. tins.** Early August via New York for one month. c/o British Consulate General, 845 3rd Ave., New York, N.Y. 10022. Itinerary: New York, Los Angeles, San Francisco. WTD in preparation.

FINLAND—Aarno Tuomenoja, Sales Engineer, Valmet Oy, Tampere, **interested in acting as agent/distributor of special instruments of paper industry, such as electronic on-line paper quality tester for news, printing and coated paper, consistency controller, density controller for liquids.** Aug. 5 via New York for 4-5 weeks. c/o Madden Machine Co. Inc., 9 Rockefeller Plaza, New York, N.Y. 10020. Itinerary: Kingsport, Tenn., Columbus, O., Washington, New York. WTD 8/67.

FRANCE—H. Deville, Mgr., Gauberti Publicity, 47 Bd. de Port Royal, Paris 13, and representing Fermetures Perier, 20 Rue de l'Eglise 94, Bonneuil s/Marne, **interested in contacting U.S. manufacturers of wood or plastic shutters, doors, venetian blinds and shades, all types of exterior closures for buildings for preliminary discussions regarding licensing arrangements.** July 5 via New York for four weeks. c/o Mr. Missoff, 117 Foxboro Road, Syracuse, N.Y. 13224. Itinerary: Syracuse, New York, Washington. WTD on Ets. Perier in preparation.

JAPAN—Masaroku Nakamura, Pres., Taiyo Kogyo Co. Ltd., Miki Bldg., 5-1 Nihonbashi Edobashi 3-chome, Chuo-ku, Tokyo, **interested in locating U.S. source of plastic sheet filters used for prevention of beach erosion, land restoration, coastal and marsh land reclamation work, other civil engineering works.** July 31 via New York for five days. c/o Dr. Matao Mitsui, President, Canon USA Inc., 64-10 Queens Blvd., Woodside, N.Y. 11377, telephone area code 212-478-5600. Itinerary: New York, Cincinnati. WTD in preparation.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

SINGAPORE—Mohan J. Tolani, Messrs Dyalchand Amarmingh, 82-A High St., Singapore 6, **interested in contacting U.S. suppliers of tropical type suitings, linings, lightweight knit goods, women's interior wear of all types, men's jeans, ties and hose, women's and men's slacks, sportswear, beachwear.** Between July 29 and 31 via Los Angeles for approx. one week. c/o Singapore Investment Promotion Centers in San Francisco and New York. Itinerary: Los Angeles, San Francisco, New York; possibly Washington and San Juan. WTD in preparation.

SWITZERLAND—Hans Hirschi, Dir., Orag Inter Ltd., Baden, **interested in acting as agent/distributor for U.S. lawn maintenance equipment in Europe and Eastern European countries and requesting technical information on exporting procedures to Eastern Europe.** July 25 via New York for 6-8 weeks. c/o Warren Mertz, 302 E. 86th St., New York, N.Y. 10028. Itinerary: New York; Houston; Racine, Wisc.; St. Paul, Minn.; Louisville, Ky.; Cincinnati and Springfield, Ohio; Urbana, Ind.; Saginaw, Mich.; West Point, Pa.; New York; Bridgeport, Conn. WTD 7/68.

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Calendar *for international traders*

BOSTON—Aug. 5-6—Businessmen's Consultation, **Jerome R. LaVallee, Commercial Attache, Brussels.** Sponsor: Commerce Field Office.

CHICAGO—Aug. 13—Automotive Exporters' Club of Chicago, Builders Bldg.

CHICAGO—Sept. 3-4—Businessmen's Consultation, **Oliver B. Bongard. Commercial Attache, Taipei/ to the Hague.** Sponsor: Commerce Field Office.

CLEVELAND—Sept. 6—Businessmen's Consultation, **Oliver B. Bongard. Commercial Attache, Taipei/ to the Hague.** Sponsor: Commerce Field Office.

DENVER—Aug. 8-9—Businessmen's Consultation, **Larry V. Luther, Commercial Officer, Tokyo/to Sydney.** Sponsor: Commerce Field Office.

DES MOINES, Ia.—Aug. 6-7—Businessmen's Consultation, **Larry V. Luther, Commercial Officer, Tokyo/ to Sydney.** Sponsor: Commerce Field Office.

DETROIT—Aug. 13—Export Marketing Workshop, Commerce Field Office, 9:30 a.m. Sponsors: Commerce Field Office, REEC.

DETROIT—Aug. 27—Export Marketing Workshop, Commerce Field Office, 9:30 a.m. Sponsors: Commerce Field Office, REEC.

FAIRFIELD, Ia.—Aug. 6—Export Workshop, luncheon meeting, Fairfield Golf & Country Club, 12 noon. Sponsors: Commerce Des Moines Field Office, REEC, Chamber of Commerce.

HONOLULU—Aug. 21—Export-Import Workshop, Suite 286, Alexander Young Bldg. Sponsors: Commerce Field Office, Small Business Admin.

HONOLULU—Sept. 18—Export-Import Workshop, Suite 286, Alexander Young Bldg. Sponsors: Commerce Field Office, Small Business Administration.

Calendar deadline

Information for publication must be received three weeks before the date of the announced event. Include time, place, sponsoring organization and special topic, if applicable. Meetings must be open to the public in order to be publicized in this space. **Write:**

Managing Editor,
International Commerce
BIC-204
U.S. Department of Commerce
Washington, D.C. 20230.

HUNTINGTON, W. Va.—Aug. 7—Documentation & Procedure Requirements for Exports, Conference Room, Greater Huntington Chamber of Commerce, 10 a.m. Sponsors: Commerce Charleston Field Office, REEC, Small Business Admin., Chamber of Commerce.

KANSAS CITY—Aug. 8—Export Documentation Workshop, Federal Office Bldg., 2 p.m. Sponsors: Commerce Field Office, REEC.

KANSAS CITY—Aug. 22—In-Office Workshop for Exporters, Federal Office Bldg., 2-4 p.m. Sponsors: Commerce Field Office, REEC.

LOS ANGELES—Aug. 30—Export Expansion Seminar, Commerce Field Office, 9:30 a.m. Sponsor: Commerce Field Office.

MARTINSBURG, W. Va.—Sept. 25—International Trade Seminar, Gateway Inn, 10 a.m. Sponsors: Commerce Charleston Field Office, Martinsburg-Berkeley County Chamber of Commerce, REEC, Small Business Administration.

MINNEAPOLIS—Aug. 13—Workshop on Tax Planning for Foreign Operations, Room B-29, Federal Courts Bldg., 9:30 a.m. Sponsors: Commerce Field Office, REEC.

MINNEAPOLIS—Aug. 15—Workshop on Foreign Market Research Techniques, Room B-29, Federal Courts Bldg., 2-4:30 p.m. Sponsors: Commerce Field Office, REEC.

MINNEAPOLIS—Aug. 30—Businessmen's Consultation, **Oliver B. Bongard. Commercial Attache, Taipei/ to the Hague.** Sponsor: Commerce Field Office.

OTTUMWA, Ia.—Aug. 13—Export Workshop, luncheon meeting, Red Lyon Inn, 12 noon. Sponsors: Commerce Des Moines Field Office, REEC, Chamber of Commerce.

PARKERSBURG, W. Va.—Aug. 21—Documentation & Procedure Requirements for Exports, Conference Room, Greater Parkersburg Chamber of Commerce, 10 a.m. Sponsors: Commerce Charleston Field Office, Chamber of Commerce, REEC, Small Business Admin.

PITTSBURGH—Aug. 21—In-Office Export Workshop, Commerce Field Office, 2 p.m. Sponsors: Commerce Field Office, REEC.

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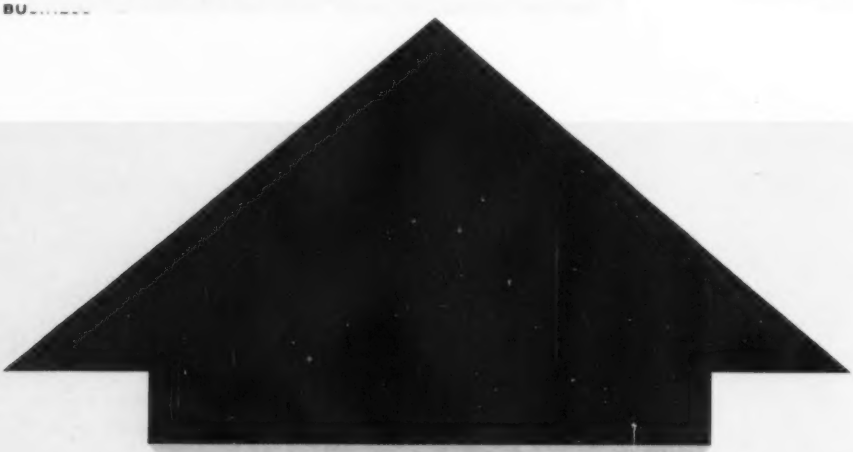

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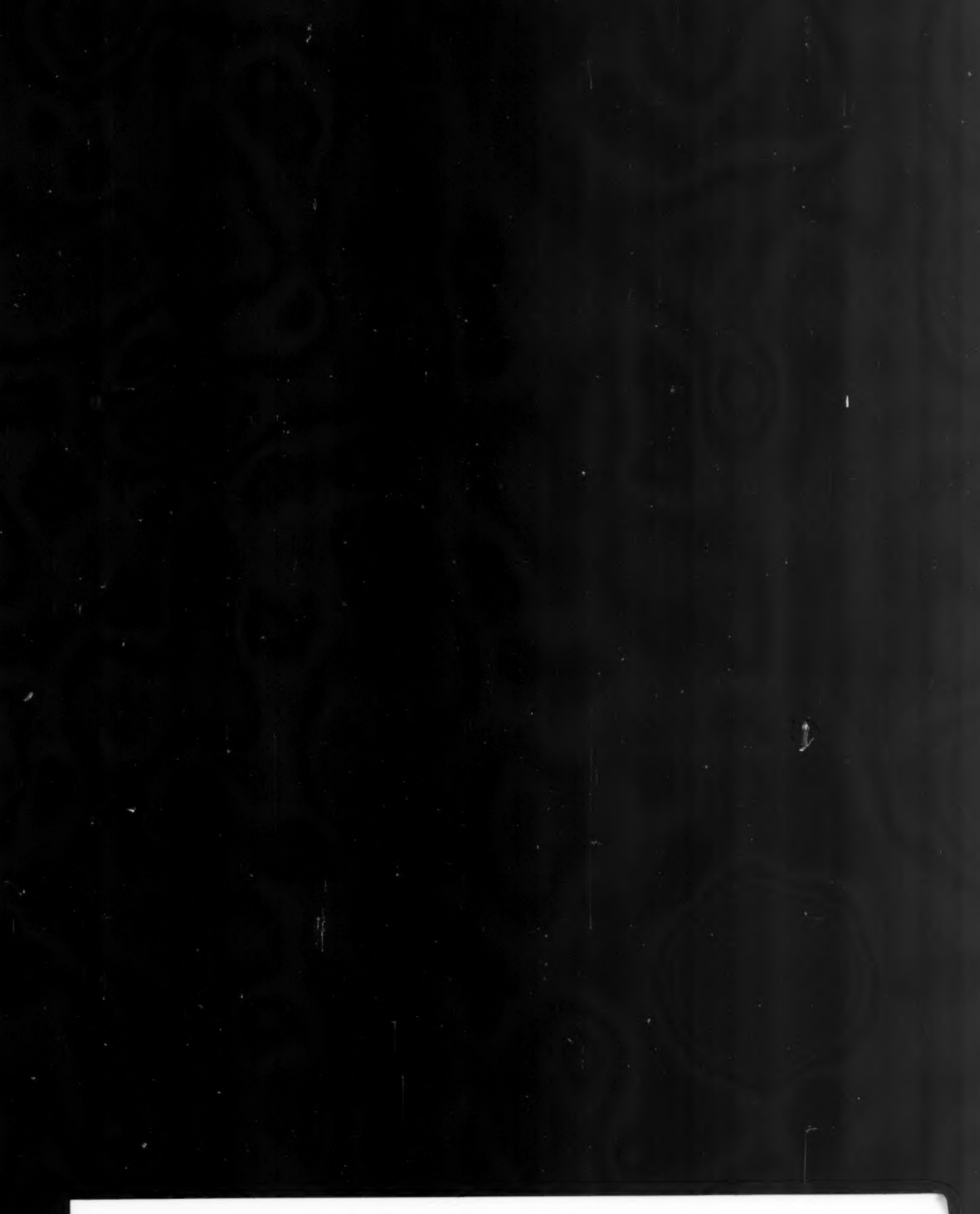
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